

# Maclean's

## BASEBALL AND BEER

Why Labatts wanted into the Majors

THE POLITICS  
OF SWINE FLU



**Get a taste of independence.**

Warning: Inuits and Wirikari, Canada advises that danger to health increases with amount smoked—avoid smoking.  
Average per cigarette: King Size: 78mg "tar," 1.3mg nicotine.

# Macleans

Uniquely 16	Preview 19	Canadian News 20	World News 43
Business News 50	Education 54	Science 56	Books 62
Culture 64	Television 66	Theatre 67	ASAC Peterborough 68



**Interview with Barbara Woodward** one of the world's preeminent thinkers on nuclear energy, from nuclear energy programs (today) to self-sustaining capitalism (a member of *Common Market*) and, plus, she's served the gun in half full!

Page 4.



**Relief and the King of Iron:** Photographer Robert R. Barry, the "pearl boy from Medicine Hat" who made good with a series of snapshots of coffee in the books, has become a special favorite of the *Emerson* of Iron and her husband the Shikano McDonald joined Barry in Toronto to find out why and discover that, among other things, Barry "does the right thing" without having to be told. Iron is a parody of a social life experience and cynical poverty, but Barry's love was no evil.

Page 26.



**The politics of Swiss Flu:** Earlier this year, at thousands of Canadians and Americans suffered and died through the *Amos* Flu. In case of Swiss Flu—suspected to be the disease that killed 21 million people in 1918-19—was diagnosed in New Jersey, First President Ford and then Health Minister Marc Lalonde announced mass vaccination programs and were immediately accused of overreacting and panicking. But were they? As Michael Enright concludes, it's better to be safe than sorry.

Page 26.



**Lubatzki, Carlingham news:** Getting a job, a huge hockey franchise was a coup for Toronto, but no more than a new for Lubatzki, or would have been for Carlingham. Because nothing else has been like sports.

Page 46.

by David R. Smith/Don Koss/1976



**All news is Good News, or, publish and be Messed:** In deep religious conviction enough to produce a quality newspaper such as *Edmonton Express*, Pre-Page 200—but combined with the skill and dedication of a handful of seasoned journalists it doesn't hurt.

Page 60.



**The men who stood down the balance sheet:** Judge Crowley won an Academy Award this year for his documentary *The Men Who Stood Down Everest* that raised the issue of having to make Crowley a struggling financially to stay in business.

Page 61.

Macleans' circulation: 1975-76, published and printed 73 times per year. Mailed twice a month. The MCA (MCA) Magazine, 422 Dundas Street West, Toronto, Ontario M5T 1G5. Telephone: (416) 593-1111. Circulation: 1975-76, 1976-77, 1977-78, 1978-79, 1979-80, 1980-81, 1981-82, 1982-83, 1983-84, 1984-85, 1985-86, 1986-87, 1987-88, 1988-89, 1989-90, 1990-91, 1991-92, 1992-93, 1993-94, 1994-95, 1995-96, 1996-97, 1997-98, 1998-99, 1999-00, 2000-01, 2001-02, 2002-03, 2003-04, 2004-05, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14, 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23, 2023-24, 2024-25, 2025-26, 2026-27, 2027-28, 2028-29, 2029-30, 2030-31, 2031-32, 2032-33, 2033-34, 2034-35, 2035-36, 2036-37, 2037-38, 2038-39, 2039-40, 2040-41, 2041-42, 2042-43, 2043-44, 2044-45, 2045-46, 2046-47, 2047-48, 2048-49, 2049-50, 2050-51, 2051-52, 2052-53, 2053-54, 2054-55, 2055-56, 2056-57, 2057-58, 2058-59, 2059-60, 2060-61, 2061-62, 2062-63, 2063-64, 2064-65, 2065-66, 2066-67, 2067-68, 2068-69, 2069-70, 2070-71, 2071-72, 2072-73, 2073-74, 2074-75, 2075-76, 2076-77, 2077-78, 2078-79, 2079-80, 2080-81, 2081-82, 2082-83, 2083-84, 2084-85, 2085-86, 2086-87, 2087-88, 2088-89, 2089-90, 2090-91, 2091-92, 2092-93, 2093-94, 2094-95, 2095-96, 2096-97, 2097-98, 2098-99, 2099-00, 2100-01, 2101-02, 2102-03, 2103-04, 2104-05, 2105-06, 2106-07, 2107-08, 2108-09, 2109-10, 2110-11, 2111-12, 2112-13, 2113-14, 2114-15, 2115-16, 2116-17, 2117-18, 2118-19, 2119-20, 2120-21, 2121-22, 2122-23, 2123-24, 2124-25, 2125-26, 2126-27, 2127-28, 2128-29, 2129-30, 2130-31, 2131-32, 2132-33, 2133-34, 2134-35, 2135-36, 2136-37, 2137-38, 2138-39, 2139-40, 2140-41, 2141-42, 2142-43, 2143-44, 2144-45, 2145-46, 2146-47, 2147-48, 2148-49, 2149-50, 2150-51, 2151-52, 2152-53, 2153-54, 2154-55, 2155-56, 2156-57, 2157-58, 2158-59, 2159-60, 2160-61, 2161-62, 2162-63, 2163-64, 2164-65, 2165-66, 2166-67, 2167-68, 2168-69, 2169-70, 2170-71, 2171-72, 2172-73, 2173-74, 2174-75, 2175-76, 2176-77, 2177-78, 2178-79, 2179-80, 2180-81, 2181-82, 2182-83, 2183-84, 2184-85, 2185-86, 2186-87, 2187-88, 2188-89, 2189-90, 2190-91, 2191-92, 2192-93, 2193-94, 2194-95, 2195-96, 2196-97, 2197-98, 2198-99, 2199-00, 2200-01, 2201-02, 2202-03, 2203-04, 2204-05, 2205-06, 2206-07, 2207-08, 2208-09, 2209-10, 2210-11, 2211-12, 2212-13, 2213-14, 2214-15, 2215-16, 2216-17, 2217-18, 2218-19, 2219-20, 2220-21, 2221-22, 2222-23, 2223-24, 2224-25, 2225-26, 2226-27, 2227-28, 2228-29, 2229-30, 2230-31, 2231-32, 2232-33, 2233-34, 2234-35, 2235-36, 2236-37, 2237-38, 2238-39, 2239-40, 2240-41, 2241-42, 2242-43, 2243-44, 2244-45, 2245-46, 2246-47, 2247-48, 2248-49, 2249-50, 2250-51, 2251-52, 2252-53, 2253-54, 2254-55, 2255-56, 2256-57, 2257-58, 2258-59, 2259-60, 2260-61, 2261-62, 2262-63, 2263-64, 2264-65, 2265-66, 2266-67, 2267-68, 2268-69, 2269-70, 2270-71, 2271-72, 2272-73, 2273-74, 2274-75, 2275-76, 2276-77, 2277-78, 2278-79, 2279-80, 2280-81, 2281-82, 2282-83, 2283-84, 2284-85, 2285-86, 2286-87, 2287-88, 2288-89, 2289-90, 2290-91, 2291-92, 2292-93, 2293-94, 2294-95, 2295-96, 2296-97, 2297-98, 2298-99, 2299-00, 2300-01, 2301-02, 2302-03, 2303-04, 2304-05, 2305-06, 2306-07, 2307-08, 2308-09, 2309-10, 2310-11, 2311-12, 2312-13, 2313-14, 2314-15, 2315-16, 2316-17, 2317-18, 2318-19, 2319-20, 2320-21, 2321-22, 2322-23, 2323-24, 2324-25, 2325-26, 2326-27, 2327-28, 2328-29, 2329-30, 2330-31, 2331-32, 2332-33, 2333-34, 2334-35, 2335-36, 2336-37, 2337-38, 2338-39, 2339-40, 2340-41, 2341-42, 2342-43, 2343-44, 2344-45, 2345-46, 2346-47, 2347-48, 2348-49, 2349-50, 2350-51, 2351-52, 2352-53, 2353-54, 2354-55, 2355-56, 2356-57, 2357-58, 2358-59, 2359-60, 2360-61, 2361-62, 2362-63, 2363-64, 2364-65, 2365-66, 2366-67, 2367-68, 2368-69, 2369-70, 2370-71, 2371-72, 2372-73, 2373-74, 2374-75, 2375-76, 2376-77, 2377-78, 2378-79, 2379-80, 2380-81, 2381-82, 2382-83, 2383-84, 2384-85, 2385-86, 2386-87, 2387-88, 2388-89, 2389-90, 2390-91, 2391-92, 2392-93, 2393-94, 2394-95, 2395-96, 2396-97, 2397-98, 2398-99, 2399-00, 2400-01, 2401-02, 2402-03, 2403-04, 2404-05, 2405-06, 2406-07, 2407-08, 2408-09, 2409-10, 2410-11, 2411-12, 2412-13, 2413-14, 2414-15, 2415-16, 2416-17, 2417-18, 2418-19, 2419-20, 2420-21, 2421-22, 2422-23, 2423-24, 2424-25, 2425-26, 2426-27, 2427-28, 2428-29, 2429-30, 2430-31, 2431-32, 2432-33, 2433-34, 2434-35, 2435-36, 2436-37, 2437-38, 2438-39, 2439-40, 2440-41, 2441-42, 2442-43, 2443-44, 2444-45, 2445-46, 2446-47, 2447-48, 2448-49, 2449-50, 2450-51, 2451-52, 2452-53, 2453-54, 2454-55, 2455-56, 2456-57, 2457-58, 2458-59, 2459-60, 2460-61, 2461-62, 2462-63, 2463-64, 2464-65, 2465-66, 2466-67, 2467-68, 2468-69, 2469-70, 2470-71, 2471-72, 2472-73, 2473-74, 2474-75, 2475-76, 2476-77, 2477-78, 2478-79, 2479-80, 2480-81, 2481-82, 2482-83, 2483-84, 2484-85, 2485-86, 2486-87, 2487-88, 2488-89, 2489-90, 2490-91, 2491-92, 2492-93, 2493-94, 2494-95, 2495-96, 2496-97, 2497-98, 2498-99, 2499-00, 2500-01, 2501-02, 2502-03, 2503-04, 2504-05, 2505-06, 2506-07, 2507-08, 2508-09, 2509-10, 2510-11, 2511-12, 2512-13, 2513-14, 2514-15, 2515-16, 2516-17, 2517-18, 2518-19, 2519-20, 2520-21, 2521-22, 2522-23, 2523-24, 2524-25, 2525-26, 2526-27, 2527-28, 2528-29, 2529-30, 2530-31, 2531-32, 2532-33, 2533-34, 2534-35, 2535-36, 2536-37, 2537-38, 2538-39, 2539-40, 2540-41, 2541-42, 2542-43, 2543-44, 2544-45, 2545-46, 2546-47, 2547-48, 2548-49, 2549-50, 2550-51, 2551-52, 2552-53, 2553-54, 2554-55, 2555-56, 2556-57, 2557-58, 2558-59, 2559-60, 2560-61, 2561-62, 2562-63, 2563-64, 2564-65, 2565-66, 2566-67, 2567-68, 2568-69, 2569-70, 2570-71, 2571-72, 2572-73, 2573-74, 2574-75, 2575-76, 2576-77, 2577-78, 2578-79, 2579-80, 2580-81, 2581-82, 2582-83, 2583-84, 2584-85, 2585-86, 2586-87, 2587-88, 2588-89, 2589-90, 2590-91, 2591-92, 2592-93, 2593-94, 2594-95, 2595-96, 2596-97, 2597-98, 2598-99, 2599-00, 2600-01, 2601-02, 2602-03, 2603-04, 2604-05, 2605-06, 2606-07, 2607-08, 2608-09, 2609-10, 2610-11, 2611-12, 2612-13, 2613-14, 2614-15, 2615-16, 2616-17, 2617-18, 2618-19, 2619-20, 2620-21, 2621-22, 2622-23, 2623-24, 2624-25, 2625-26, 2626-27, 2627-28, 2628-29, 2629-30, 2630-31, 2631-32, 2632-33, 2633-34, 2634-35, 2635-36, 2636-37, 2637-38, 2638-39, 2639-40, 2640-41, 2641-42, 2642-43, 2643-44, 2644-45, 2645-46, 2646-47, 2647-48, 2648-49, 2649-50, 2650-51, 2651-52, 2652-53, 2653-54, 2654-55, 2655-56, 2656-57, 2657-58, 2658-59, 2659-60, 2660-61, 2661-62, 2662-63, 2663-64, 2664-65, 2665-66, 2666-67, 2667-68, 2668-69, 2669-70, 2670-71, 2671-72, 2672-73, 2673-74, 2674-75, 2675-76, 2676-77, 2677-78, 2678-79, 2679-80, 2680-81, 2681-82, 2682-83, 2683-84, 2684-85, 2685-86, 2686-87, 2687-88, 2688-89, 2689-90, 2690-91, 2691-92, 2692-93, 2693-94, 2694-95, 2695-96, 2696-97, 2697-98, 2698-99, 2699-00, 2700-01, 2701-02, 2702-03, 2703-04, 2704-05, 2705-06, 2706-07, 2707-08, 2708-09, 2709-10, 2710-11, 2711-12, 2712-13, 2713-14, 2714-15, 2715-16, 2716-17, 2717-18, 2718-19, 2719-20, 2720-21, 2721-22, 2722-23, 2723-24, 2724-25, 2725-26, 2726-27, 2727-28, 2728-29, 2729-30, 2730-31, 2731-32, 2732-33, 2733-34, 2734-35, 2735-36, 2736-37, 2737-38, 2738-39, 2739-40, 2740-41, 2741-42, 2742-43, 2743-44, 2744-45, 2745-46, 2746-47, 2747-48, 2748-49, 2749-50, 2750-51, 2751-52, 2752-53, 2753-54, 2754-55, 2755-56, 2756-57, 2757-58, 2758-59, 2759-60, 2760-61, 2761-62, 2762-63, 2763-64, 2764-65, 2765-66, 2766-67, 2767-68, 2768-69, 2769-70, 2770-71, 2771-72, 2772-73, 2773-74, 2774-75, 2775-76, 2776-77, 2777-78, 2778-79, 2779-80, 2780-81, 2781-82, 2782-83, 2783-84, 2784-85, 2785-86, 2786-87, 2787-88, 2788-89, 2789-90, 2790-91, 2791-92, 2792-93, 2793-94, 2794-95, 2795-96, 2796-97, 2797-98, 2798-99, 2799-00, 2800-01, 2801-02, 2802-03, 2803-04, 2804-05, 2805-06, 2806-07, 2807-08, 2808-09, 2809-10, 2810-11, 2811-12, 2812-13, 2813-14, 2814-15, 2815-16, 2816-17, 2817-18, 2818-19, 2819-20, 2820-21, 2821-22, 2822-23, 2823-24, 2824-25, 2825-26, 2826-27, 2827-28, 2828-29, 2829-30, 2830-31, 2831-32, 2832-33, 2833-34, 2834-35, 2835-36, 2836-37, 2837-38, 2838-39, 2839-40, 2840-41, 2841-42, 2842-43, 2843-44, 2844-45, 2845-46, 2846-47, 2847-48, 2848-49, 2849-50, 2850-51, 2851-52, 2852-53, 2853-54, 2854-55, 2855-56, 2856-57, 2857-58, 2858-59, 2859-60, 2860-61, 2861-62, 2862-63, 2863-64, 2864-65, 2865-66, 2866-67, 2867-68, 2868-69, 2869-70, 2870-71, 2871-72, 2872-73, 2873-74, 2874-75, 2875-76, 2876-77, 2877-78, 2878-79, 2879-80, 2880-81, 2881-82, 2882-83, 2883-84, 2884-85, 2885-86, 2886-87, 2887-88, 2888-89, 2889-90, 2890-91, 2891-92, 2892-93, 2893-94, 2894-95, 2895-96, 2896-97, 2897-98, 2898-99, 2899-00, 2900-01, 2901-02, 2902-03, 2903-04, 2904-05, 2905-06, 2906-07, 2907-08, 2908-09, 2909-10, 2910-11, 2911-12, 2912-13, 2913-14, 2914-15, 2915-16, 2916-17, 2917-18, 2918-19, 2919-20, 2920-21, 2921-22, 2922-23, 2923-24, 2924-25, 2925-26, 2926-27, 2927-28, 2928-29, 2929-30, 2930-31, 2931-32, 2932-33, 2933-34, 2934-35, 2935-36, 2936-37, 2937-38, 2938-39, 2939-40, 2940-41, 2941-42, 2942-43, 2943-44, 2944-45, 2945-46, 2946-47, 2947-48, 2948-49, 2949-50, 2950-51, 2951-52, 2952-53, 2953-54, 2954-55, 2955-56, 2956-57, 2957-58, 2958-59, 2959-60, 2960-61, 2961-62, 2962-63, 2963-64, 2964-65, 2965-66, 2966-67, 2967-68, 2968-69, 2969-70, 2970-71, 2971-72, 2972-73, 2973-74, 2974-75, 2975-76, 2976-77, 2977-78, 2978-79, 2979-80, 2980-81, 2981-82, 2982-83, 2983-84, 2984-85, 2985-86, 2986-87, 2987-88, 2988-89, 2989-90, 2990-91, 2991-92, 2992-93, 2993-94, 2994-95, 2995-96, 2996-97, 2997-98, 2998-99, 2999-00, 3000-01, 3001-02, 3002-03, 3003-04, 3004-05, 3005-06, 3006-07, 3007-08, 3008-09, 3009-10, 3010-11, 3011-12, 3012-13, 3013-14, 3014-15, 3015-16, 3016-17, 3017-18, 3018-19, 3019-20, 3020-21, 3021-22, 3022-23, 3023-24, 3024-25, 3025-26, 3026-27, 3027-28, 3028-29, 3029-30, 3030-31, 3031-32, 3032-33, 3033-34, 3034-35, 3035-36, 3036-37, 3037-38, 3038-39, 3039-40, 3040-41, 3041-42, 3042-43, 3043-44, 3044-45, 3045-46, 3046-47, 3047-48, 3048-49, 3049-50, 3050-51, 3051-52, 3052-53, 3053-54, 3054-55, 3055-56, 3056-57, 3057-58, 3058-59, 3059-60, 3060-61, 3061-62, 3062-63, 3063-64, 3064-65, 3065-66, 3066-67, 3067-68, 3068-69, 3069-70, 3070-71, 3071-72, 3072-73, 3073-74, 3074-75, 3075-76, 3076-77, 3077-78, 3078-79, 3079-80, 3080-81, 3081-82, 3082-83, 3083-84, 3084-85, 3085-86, 3086-87, 3087-88, 3088-89, 3089-90, 3090-91, 3091-92, 3092-93, 3093-94, 3094-95, 3095-96, 3096-97, 3097-98, 3098-99, 3099-00, 3100-01, 3101-02, 3102-03, 3103-04, 3104-05, 3105-06, 3106-07, 3107-08, 3108-09, 3109-10, 3110-11, 3111-12, 3112-13, 3113-14, 3114-15, 3115-16, 3116-17, 3117-18, 3118-19, 3119-20, 3120-21, 3121-22, 3122-23, 3123-24, 3124-25, 3125-26, 3126-27, 3127-28, 3128-29, 3129-30, 3130-31, 3131-32, 3132-33, 3133-34, 3134-35, 3135-36, 3136-37

Low light makes it a  
the perfect environment  
for a good night's sleep.

Flower colour  
and shape might  
be the best predictors  
of success.

Geoffrey



Vocalizer information lets you monitor moisture, and warns you when you're turning out of line.

Viewfinder information lets you monitor exposure, and warns you when you're running out of film.



**Sankyo**

[illegible][illegible]

**Assistant Editor**  
Andrew W. B. Leung

**Art Production**  
Angela Ho, Neil Ho

**Photo Editor**  
Lillian Yim

**Production Editor**  
David Martin

**Copy Editor**  
Frank Woodward

**Revisitors**  
Arthur Anderson, Richard C. Gregg, Robert C. Loe, Michael J. Quinn, W. Scott

**Assistant to the Editor**  
L. A. Williams

**Copyright Clearance Center**  
Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923  
For those organizations that have been granted a photocopy licence by CCC, a separate system of payment has been arranged. The fee code for users of the Copyright Clearance Center Transactional Reporting Service is 0898-5626/92 \$04.00.

**Microform Editions**  
University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106

**Chairman**  
Donald F. Hunter  
**President**  
Joseph G. Lammell



Why the apology? Because every Craftsman tool is designed, engineered and tested to give you maximum performance and dependability. And if it doesn't stand up, we want you to know we're sorry. Why the new tool? Because we're so sure of our Craftsman tools that we back them with our Unconditional Guarantee.

So, if any Craftsman hand tool breaks in use, even years after you buy it, simply return it to your nearest Sears store or Catalogue Sales Office and we will replace it free of charge. **Simpsons-Sears Ltd.**, serving Canadians from 56 Retail Stores and 743 Catalogue Sales Offices.

Your money is worth or your money back



is the glorious freedom of nationality and the glorious self-sustaining freedom of Adam Smith.

**Maclean:** I don't know all there are to be a saint.

**Ward:** Exactly. What's happened is that the plans are beginning to say "Don't always. I'm not submitted. I'm fragile. I must be cared for. I must be loved." which is a sense in a very religious approach to the planet, and the men of science are beginning to believe it. And of course neither they nor the men of faith is that, having let the gods of science take over the world, they're running scared. By God, they're running scared.

**Maclean:** They should be.

**Ward:** Yes. We had an extraordinary experience last year, because at the opening of the British Association for the Advancement of Science, in its presidential address, Sir Leonard Kistiakowski delivered a way-out space satellite had jacked up the signal that they're been waiting for, which was the universal explosion, the beginning of the phase of Cosmos. It took 10 billion years ago to the dot. And if in the first 30 seconds of the explosion the distribution of the neutrons inside the hydrogen plasma had been different you'd have gone on getting hydrogen and helium forever and ever. But there was a discontinuity and on it of course the precipitation of elements and the explosion of the Cosmos the throwing off of the planets, and so forth. And he said that for 7,000 million years this little tiny corner of the Milky Way, in our little bit of it, the planet Earth was just exploding, shaking, little by little cooling from that incredible explosion. And it cooled the vapors gradually cooled, too, and started into rain and down came the oceans and then you could begin to have life, protected by the oceans, the shells of life. And it was only when you got that atmospheric shield in place that you could have for survival of man. Now when we've done with atomic energy is to bring the nuclear power inside the shield. By God that's more than a Faustian bargain. To me, that could be the Prometheus curse causing the fire of the gods. And I don't think we ever knew today what that Greek myth meant.

**Maclean:** Presumably, then, you would be opposed to Canada selling nuclear reactors around the world as if they were McDonald's hamburger concessions.

**Ward:** Totally. Let's phrase out. It's never been the intention, because the reactor breeds plutonium waste. You know that much—the cost of the storage of plutonium could give every member of the human race lung cancer and it is indurably life for 25,000 years. That's its half-life. Therefore it's inevitable. It's horrifying that people should even consider plans to it. I say let's not worry and wait if you can be made safe. Also, it's God's gift to nations. Just think. Suppose that live fusion systems could provide the whole energy for Canada. You'd only need two bombs.

So my hope is to do something quite different, to use all our available scientific knowledge to develop the use of direct radiation, solar energy, for example. **Maclean:** At You said 10 years ago that the way to solve the explosion issue of French Canadian nationalism would be to set up bilingual schools all over Canada. Now, it's been almost 10 years, Ottawa has come to a conclusion for ourselves.

**Ward:** Yes, the schools are the thing. It's very difficult to learn after a period of growing point in the brain, but when you're a child that's the time.

**Maclean:** But is it possible to learn another language when you live in a totally English environment? You yourself learned French in Paris.

**Ward:** Yes, I've got to have means of learning.



## THOSE WHO CLAIM ONLY CAPITALISM CAN PRESERVE DEMOCRACY ARE MARXISTS

long. For instance, I would imagine that you could have a more systematic effort of nuclear exchanges. Also on the cultural side. I would have thought that through radio and television and perhaps through a great increase in your theatre movement you could have an extension of French. Somebody was telling me that one of the legends of Manitoba was that in the 1890s they had a French school system. One's got to understand again and again that it's not a loss, it's a richness. One of the ways of doing Canada is that it's a country with a double culture. That distinguishes it from your very large Anglo-Saxon neighbor.

**Maclean:** Our government continues to reinforce itself where, at the same time, they're doing everything to reduce the

weight they exert through their regulations and taxes? Would you agree with Victor Trudeau's thought that the free market economy inhibits the growth of the new values we need in our society?

**Ward:** I think that we all need to end economic. The problem today mankind is whether we have control or whether you have all-state economies. There's no such thing as free enterprise any longer. I don't square free enterprise with a state that breaks down every year because you've got to replace it to keep employment going. I don't square free enterprise with education to measure goods that are simply made to be broken. We've got a lot of thinking to do about our consumer economy.

**Maclean:** Do you believe there is a connection between free enterprise and individual freedom?

**Ward:** Oh yes. I would have said you're not of private ownership of land. But I think it's Marxists to say that democracy depends on free enterprise. It's just Marxists to say that the economic system determines the political superstructure, and that's nonsense. I mean, democracy goes back to a view of man as a principle of law in Magna Carta, a long precedent. Those capitalists who say we've got to defend democracy by keeping it capitalist are really Marxists in my view. I am a socialist, not by the other way around. You can have a mixed economy with democratic institutions. I will not accept for one moment the bourgeoisie's claim to be a defender of freedom. I call it Chamber of Commerce Marxism. They don't realize who they're saying. What they're saying, in fact, is that the values of a free society are produced on certain forms of production. That's pure Marxism. Marx completely misunderstands the sense of power. He thought you could concentrate power and the state would make away. You try it. You concentrate power and people want more. As much as I distrust money, I distrust power much more. So I think a mixed economy is a very good support for democracy because it dilutes power. The danger of very big unions and very big corporations is their monopolizing of power. Let's have the conserving society in our aim not the strength of society, not the wealthy society. Let's have a universal economy and then let's look at the job picture. Do we need more unions? Do we need more people trained to make beautiful things that last? How do we train them? Should we have employment patterns in which you work only for half a year and then there are other things you do in the other half? Fishing for instance. Or **Maclean:** Sailing?

**Ward:** Sailing, yes. Of course one of the great disadvantages of our present life pattern is the dissatisfaction—maybe only one partially of religious—perhaps, but such life. You're only got to see a pilgrim-age anywhere from Spain to India to realize it's much more fun than the package tour to Mexico. You have the contrast

## IT'S WORTH MORE. MUCH MORE.



Because it comes from a house long noted for its unique collection of fine aged whiskies, Wiser's Blenders prepare Special Blend carefully from stocks of eighteen whiskies, each one of which has mellowed to full maturity in our seasoned oak barrels. The result is an unusually light, smooth taste that you would expect to find only in Canadian rye whiskies costing more. Much more.

## WISER'S SPECIAL BLEND.

tion of the sacred and the profane. I just think of the amount of time and love that goes into great celebrities. Without religion you have no upward force that makes sense in the larger sense of your life. You are faced with the absolutely overwhelming mystery of death. Now an society has insured human beings to face the reduction of life. We are so poorly furnished. Most people hope passionately for as many consumables in this car that in that's their upward route, the downward route is death. That's why Communist movies in Moscow's. So riding on it really the only alternative answer.

**Ward:** Well it's a form of it. There's a lovely poem by George Herbert in which he says that God says to man "I'm going to make you rich but modest. And you'll thank me for my better." One of the features in our modern consumer society is the amount of boredom. Could you possibly expect the amount of pornography if people weren't bored?

**Maclean:** You've always advocated that we have more the obligation of wealth in the north and rights of the less economically fortunate. Canada should spend at least 2% of its gross national product on foreign aid. For we continue to spend only half a percent, and international development no longer was one of the great causes in the country.

**Ward:** Nearly everyone else has been shipping. So at least you're looking. But let's do better.

**Maclean:** In 1964 you estimated that 15% of the world's population controls about 50% of the world's resources. Has that changed?

**Ward:** Because of the inflation, a good stable thing I'm happy to say, has been transferred to the oil producers, so that's quite a shift. The interesting thing, of course, is that there is a regression in the Arab who have no population but most of them, so they are in a splendid position to continue to operate checks on us. And I hope they will.

**Maclean:** Some of the more radical new movements have advocated that one way to could help ease the poverty of the world would be to charter multinational corporations through the United Nations. They would then pay royalties to the UN which in turn would distribute these funds to the underdeveloped world. Do you think that's realistic?

**Ward:** Probably. The multinational corporations are still on the whole, successful and their idea is to go where wages and taxes are lowest and to keep their funds where interest rates are the highest. It's a profit maximization game that's the corporate but not for the consumers involved. It's not a process geared to local needs. Another problem is that so many of the multinationals are at the very high end of the technology scale, so there is what you might say a technological mismatch.

**Maclean:** Also, I imagine that most underdeveloped nations not only need capital they need a particular kind of capital—foreign exchange.

**Ward:** That's right. And what's more, they need—and I think this is a new thought—they need for more intensive technology. Their work force is going to grow at least 2% to 3% a year. But if you bring in, as many multinationals do, very complex high technology technology, you know that all those marginal individual entrepreneurs. If you bring in a plastic smelter factory, you know that something like 12,000 artists and you employ about 40 people, which doesn't make any sense at all.

**Maclean:** You've always held that in the long run nations survive by what sound decisions they follow, not simply by the enlightened self-interest they show. But don't, in fact, the two go together?

**Ward:** A mixture. I mean if you look back over Britain it's an extraordinary history.



## RUSSIA RETAINS ITS IMPERIALIST NOTION, AND THAT, IN THE END, WILL DESTROY IT

In the 19th century we were gun-soldier states. They were the rising class, actually as shown in the case in France. You can say we were saved by two things: the Tory squares who stayed close to the land and became good agriculturalists, which was one of the ancestral parts of their work. That was one side. The other side was John Ruskin. The Ruskin brothers taught the rest of the people self-respect. Now those two things made us by chance the industrial revolution of the world.

**Maclean:** You mean by installing a series of values, rejecting an ancient and materialistic, which allowed all kinds of technological breakthroughs, such as the first experiments with iron and steam?

**Ward:** Sure. You have this curious thing in

the 17th and 18th centuries people working to be creative—in part, I think, the cause of the Cromwellian revolution. They had more self-confidence. We got away from the overcautiousness of a despotic system that was dominating France and Germany. It's really interesting that quite a lot of the German present in the early 19th century had to make out private enterprises that nearly all the porcelain factories of Europe are still-owned and are royal. But anyway, you must have this particular kind of almost nonconformist nationalism in the 19th century.

**Maclean:** But now inflation has done in the British upper classes what Cromwell could never accomplish.

**Ward:** Oh well, it was happening before. Lloyd George started it all. Dukes have been on the way down for quite a long time. And two world wars, of course, helped. After all, the British are in the unique position of having won two wars morally and lost them economically. Whereas the dear old Germans lost their beds, but managed to get themselves in a wheel, it's an even of history isn't it? The thing is always deflected by the right people. Always plan to be deflected by the Americans. Don't get deflected by the Russians. But since that's what's got a resurgence of a sort of democratic Germanism in the West, it's going to be interesting.

**Maclean:** Is Democratic Communism?

**Ward:** Well, you know, glad to be.

**Maclean:** Is this if it's democratic, it can no longer be Communism.

**Ward:** That's it. It can no longer be Communism. That's what's so fascinating. It supposes it's Moscow with a plural face. What does Moscow say to Khrushchev? What does Khrushchev say to Khrushchev? What do you say to Tolstoy, and what do you say to Shakespeare, and what do you say when you suddenly find that you're an undisciplined 19th-century individual system even making about in Africa? I think one forgets the infinite variability of the Russian system. That's what's really frightening.

**Maclean:** That they would remain there power through war.

**Ward:** They just might, sooner than have an internal breakdown, which is on the cards because they've not been able to get rid of their empire. They apparently will have world-wide empire. That's what's so frightening. That's why I hope the Chinese stay solid. Because the Chinese in history have not been imperialists.

**Maclean:** Do you feel more optimistic or pessimistic about the future than you did, in 1964?

**Ward:** About the same. We still have a chance. The forward movement of the environmental and conserving force is a profound step ahead in our thinking. Ten years ago we were talking about foreign aid and things like that in terms of poverty which is right, and that's not stopped. But now we have an added reason. We're still in on this. You can very quickly get a planet that is unworkable.



# WE DELIVER



Who, what, when, where, why... and fun too.



**CBC  
RADIO 740**

## Another magnanimous moving offer from MacCosham

# GARAGE SALE

MAN'S BICYCLE	\$25
TROMBONE	\$15
ASSORTED TOYS	\$10
ROCKING CHAIR	\$12
SNOW SHOVEL	\$2

Garage sale posters! Announcing in bold bright letters that you'll be sacrificing many household items at unheard-of prices. A great way to dispose of anything you don't want to take with you to your new home. You'll save on moving costs and make a few dollars to boot.

Tack them up on the office bulletin board, in the plaza. On your garage door.

For a set of three posters, just send \$2.00 to your nearest MacCosham Van Lines office. You'll find it in your Yellow Pages.

Another practical moving idea from MacCosham. We've got others; and they're yours for the asking. Just call MacCosham Van Lines.

**MacCosham**  
VAN LINES

## Change

**MARRIED** High-profile journalist **Carl Bernstein** and **Rene Ephraïm**. Bernstein currently portrayed by Dustin Hoffman in the biographical *All The President's Men* launched with fellow Washington Post reporter **Bob Woodward** in break-up of the Watergate scandal. They followed up with the book *All The President's Men*, and a sequel—and current best-seller—*The Final Days*. Ephraïm, 34, an editor and columnist at *Esquire* and the author of *Crossed*, Solid was formerly married to another writer, **Don Greenberg**. It's also a second marriage for Bernstein. 32 Woodward soon was married within the past year to yet another journalist, **Francine Beaudet**.



**MARRIED** **Bette Midler**, 32, the hand-singer turned actress (and, perhaps unfairly, known for a series of losing bet anecdotes) bedroom comedies in the late 1950s with **Rock Hudson**. She became the symbol of the 40-American virgin, and the object of countless songs for the handful of releases her better dramatic work in films such as *Love Me Or Leave Me* and *The New York Times*. Too much was largely ignored. Her fourth marriage is to **Barry D. Goldstein**, a restaurateur 11 years her junior.

**DEAD** **Sir Carol Reed**, director of the classic *The Third Man*, and the semi-classic (but more obscure) *Odd Man Out* and the Oscar-winning *Oliver!* Reed, 49, was described by fellow-director Bryan Forbes as "possibly the greatest director England has produced." *The Third Man* is often thought of as an Orson Welles film, but Welles' role in it, though unforgettable, was minor. In fact, Reed and writer Graham Greene also wrote a novel (especially for the film, deserving most of the credit). They also collaborated on *The Fallen Idol* and *Our Man in Havana*. Reed was the uncle of actor Oliver Reed.

**DEAD** **Sidney James**, one of the Carry On gang, and one of Britain's most beloved television and film comedians. Although he was born in South Africa, his comic was carrying off "British working-men" roles complete with regional accents. James collapsed 15 minutes after the start of stage play called *The Money Game*, and because he was James the only man at first thought it was a gag. He was 62.

 **PARKER**  
World's most wanted pen



### Wedding silver that writes.

Wedding gift? Unforgettably unorthodox. For him: the elegant Parker 75 Ball Pen in sterling silver. For her: the slender Parker Classic. Or, vice versa. If you're the one getting married, either pen makes a memorable gift for your wishes or bridesmaids. Parker gift pens and sets from \$5 to \$100.

**PARKER 75**

A gift of immediate and lasting value.

# IT'S HERE! THE KODAK INSTANT



**Imagine! Instant pictures, color by Kodak.**

Introducing Kodak instant cameras and film. Takers of clean, dry, self-erasing pictures. Makers of sharp, colorful prints. Prints that grow from nothing to everything, in minutes, right before your eyes.

You have two Kodak instant cameras to choose from; one with a motor that automatically ejects the picture; one with a crank that lets you do it

with a few twists of your wrist.

And every picture has an elegant, textured *Satolux*™ finish. Both cameras are protected by a **Full three-year Warranty** and are available at your photo dealer's this instant.

Prices start at less than \$62. Model shown, less than \$90. (Note: Kodak instant print film can be used only in Kodak instant cameras.)

**Kodak instant cameras and film**



Prices are subject to change without notice.



# Letters

## Some targets, the target shoots back

In *Eastwren May Not Have Won Yet* (April 5) Allan Fotheringham accurately puts one of his most toxic themes—the alleged pork-barrel vote of Liberalism in the west. However, I see Fotheringham as a failed political pundit. For years he has lashed ferociously without success, so busy warring Liberalism. By his own frequent admission, Old Al—slightly more eloquent—has been wrong about every election for 30 years, including 1996, when he endorsed (or more his prediction) that Al Lalor would be wiped out. We won eight seats. Al has killed ever since.

While he can be entertaining, even amusing, no one has accused him of profundity. A firm believer in the philosophy of never letting the facts stand in the way of a good story, Fotheringham writes with facility but his forte is not promoting freedom research but rather the fascination and joyous of gutter rancor. As it behooves the surface, he speaks it with his person pen, adding generous amounts of fatality, loathes it with innuendo and recycles the dubious product on political wisdom. It is hardly that.

Clearly a biased talent, Fotheringham's reality ad derives some bizarre satisfaction from lacking personal vilification on certain politicians, especially those in government. In this regard, I am honored to be included among the targets of those—including the Prime Minister—who are pelted regularly by his journalistic machinations.

Writers, I take note, are confident that the party will continue to exist and to grow despite Fotheringham's desperate and delirious efforts to suppress it to oblivion.

S. P. BURNETT, ST. CATHARINES, ONTARIO

### This way offend Montreal

Justine Labrecque is otherwise excellent article, *Warring: The New Men Offend Super People* (April 5) which highlighted some badinage from our report on Urban Indicators, repeated an error that appeared in the first printing. Its fact blunder has the highest percentage (48.4%) of adults who have not completed grade 10 and Vancouver has the lowest with only 35%. Our subsequent printings will be corrected accordingly.

A. W. CROWLEY, ACTING DIRECTOR, GENERAL POLICY AND RESEARCH, MINISTRY OF STREETS, URBAN AFFAIRS, OTTAWA

### Just a great bunch of kids

The negative and critical attitudes in *Just As Things Looked Nearest: Kathy, Susan, The Boy* (February 25) should not go unchallenged. Our attitudes did comparatively well in time and their accomplishments are worthy of praise instead of Michael Posner's disapproving report.

Carly Posner is a tremendously gifted athlete—the best sprint speed skater ever to come out of Canada—and all Canadians, including the media, should be proud of their Olympic medal. Posner is a hard worker on the ice and the fact that she was able to be one of the top five in her sport without intense year-round training and without being a full-time athlete is a refreshing change rather than a disappointment. The celebration of her medal was vibrant not because of lack of enthusiasm, but because the media came on the second day of competition. In contrast, Kathy Kravitz's gold medal was won on the second day and there were more than 90 competitors in the men's downhill during competition and

Canada was still the fastest that we placed three skiers in the top 10. Then no matter how Todd Christian placed overall, he is undoubtedly the best-known male figure skater in the world and we should be proud that he developed his skating in Canada and skated as a Canadian.

Medal winning is directly dependent on having high aspirations, critical opportunities to train, top coaching, considerable natural ability, positive outside influences, and it is inversely related to the strength of the opposition. If there were an Olympic competition for sports reporting, Posner would not get past the entry in his category. C. J. MANNING, MD, NARBERTH, MUSICAL UNIT 4, ANDERSON, ONTARIO, CANADA

### All honorable men...uhh, persons

In *Prize And The Prize* (April 5) we refer to the "1000 Club" of the World Wildlife Fund which is headed by Prince Bernhard of the Netherlands. You say that "Among those listed as members are a wide selection of businessmen notorious for their shady practices. At least one member is currently in jail." This statement is incorrect and misleading.

The "1001 Nature Trust" (not club) was created by Prince Bernhard to establish a capital fund for the World Wildlife Fund. Members of the trust include heads of state, ruling monarchs, ambassadors, conservationists, scientists, and business leaders. There are more than 60 members in Canada who are well known leaders in good standing. There are no "1001" members in jail and only one has had a problem with the law—the *Kaplan* of *Lejac* was found guilty of owning an endangered bird and was asked to withdraw from political activities.

Whatever the outcome of the Lockheed scandal, Prince Bernhard's efforts to promote conservation internationally are well known and should not be belittled by misleading innuendo. MRS. BONNIE PATRICK, INTERNATIONAL EXECUTIVE, WORLD WILDLIFE FUND, DOW MILLS, ONT.

### The bank with the heart of gold

In *A Thing Of Beauty Is A Joy Forever* (March 21) you overlooked what goes on in French Canada. For instance, the Provincial Bank of Canada has started a print collection (with the accent on Canadian print) which are consists of more than 350 works. The collection is easily worth more than \$30,000. Recently the bank also created an award in a tribute to print making and a printer's guild. REAL DUMAS, THE PROVINCIAL BANK OF CANADA, MONTREAL



# It's easy to see why this is our best.

Audio Magnetics puts XHE (Extra High Energy) recording tape in the best, see-through cassette.

We pack the labels separately so you can title them on a typewriter, then stick them in place.

But before you do, take a close look at our price and joy.

First the tape.

All magnetic recording tape is a strip of film covered with minute particles of metallic oxide. And the closer together the particles are packed, the more the quality improves.

At Audio Magnetics we pack them so tight there is just no room between the particles where a note can get lost.

To go with our best tape we created a better kind of housing. Better because it's jamproof.

Our patented PermaTape™ guides not only make XHE jamproof, they also make your cassette

We also figured out how to get rid of the clear leader to give you instant start. You'll never miss an opening note again.

And finally, in spite of the high quality and unique features, our price is lower than our competition because we make more tape in Canada than anyone else.

So enjoy better music at a better price with XHE from Audio Magnetics.



# AudioMagnetics

## Yours for a song.

Manufacturers of Tapes, Tapes Plus and XHE Recording Tape Cassettes and 8-Track Cassettes.

Send to: Maclean's Subscription Department  
Box 9100, Postville Station A, Toronto M5H 1V6

☐ I'm moving. My old address label is attached. My new address is below. (Please allow six weeks for processing.)

☐ I would like to subscribe. Send me one year of Maclean's \$5 in Canada \$12 outside Canada.

ATTACH  
OLD  
ADDRESS  
LABEL  
HERE

MR/MRS/MISS/MS

NEW ADDRESS

APT

CITY

PROV

POSTAL CODE

DATE OF MOVING

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

DATE OF MOVING \_\_\_\_\_

NAME (PRINT) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_

# ONLY ONE LEGENDARY GERMAN CAR COMPANY MAKES A STATION WAGON.



Some of the world's greatest cars are engineered and built in Germany by some of the world's greatest car companies.

Of that select group, a handful can be said to be truly legendary for precision, innovation, craftsmanship and performance. Their names and accomplishments span the century. Mercedes. BMW. Porsche. Audi.

As the years passed, each went its own way. Some becoming exclusively famous for high performance racing and rally cars, others for producing wonderfully appointed and constructed sedans.

At Audi, we chose to combine and retain

both qualities in our family of cars. A pure example is the Audi Fox Wagon. (The only wagon made by the great companies.)

The breeding gained from our 18 Grand Prix victories is evident in the Audi Wagon's lightweight, fuel injected engine. It not only delivers 44 miles per gallon on the highway and 28 in the city according to EPA tests, it also moves from 0 to 50 in a mere 8.5 seconds with its manual transmission. It has front-wheel drive and a stable independent front suspension. (Two technological breakthroughs we pioneered over 40 years ago.)

And to further ensure that the Audi Wagon be fun to drive as well as functional, it also has

racing-bred rack and pinion steering, power disc brakes and steel-belted radials. Every detail intended for sure, safe road control as well as a comfortable, solid ride.

Inside, the Audi Wagon is a delight of ingenuity, comfort and room. There are five doors (including a hatchback) for easy entrance. There's 51 cubic feet of cargo space. The front contoured bucket seats are designed to help keep you refreshed and alert on long trips. The classically uncluttered dash is fully padded and includes an electric quartz clock. The carpeting is door to door. A blow-through ventilation system creates a complete fresh air change in seconds. The rear

window has an electric defroster, and the rear doors even have child-proof locks.

Take the whole family along to your nearest Volkswagen Audi dealership and test drive the remarkable Audi Fox Wagon.

There's not another automobile like it in the whole world.

And that includes Germany.

**AUDI** 

**Audi Fox Wagon. Under \$6,700.\***

\*Minimum suggested retail price. MSRP. Excludes tax, license, title, and optional equipment. Dealer price subject to change.

# Government spending is a bad thing, and it's out of control, right? Wrong

Column by Ian Urquhart

In the 1950s it was the Communists. In the 1960s, it was the United States involvement in Vietnam. Now in the 1970s Big Government—a catchall term meaning virtually anything paid for by taxes—has become the whipping boy of Western society. In virtually every Western country, from Canada to Australia, from the United States to the United Kingdom, the public is blaming Big Government for everything that goes wrong. Where it was once considered "radical" to oppose new government programs and initiatives, it has now become chic to knock them. So-called liberal politicians such as California Governor Jerry Brown are even celebrating for saying that if elected, they will not do anything.

The anti-government trend is particularly strong in the United States where leaders once mused visions of "new deals" and "new frontiers." Jimmy Carter and Ronald Reagan are mourning Joe President on anti-Washington, anti-big government platforms, which is a little like a scrapbook man applying for liquor license. But the United States is not alone, we can expect the same performance to be repeated in Canada at coming federal and provincial elections. We have already been treated to the spectacle of two former key policy makers in the federal government, John Turner and his sometime deputy, Simon Rosenbaum, jangling out ready government spending as a chief cause of inflation. Rosenbaum could, of course, help curb the growing expenditures by refusing his generous civil service pension estimated at more than \$100,000 a year, which he refuses to add to the list from the new consulting firm he set up following his early retirement last year. And Turner's own credibility would be enhanced if it were not for the fact that, as a former finance minister, he must bear direct responsibility for the last five budgetary disasters on the anti-government bandwagon, the Canadian Labor Congress, once one of the country's most vigorous advocates of new government programs and initiatives, has also accused Ottawa of aggravating inflation by spending too much and too fast for the days when the labor movement was "free from government meddling." The C.U. has found a strange ally in the Canadian Chamber of Commerce, which wants government cut for causing not just inflation but all our "economic ills."

If you are a different voice—the Tories, former government spokesmen, labor and business—agree, are they be wrong? Certainly there is some truth to what they are

saying. No one would deny that government has grown too fast in the past decade, the bureaucracy has swollen unnecessarily and expenditures have been raised beyond any hope of fulfillment by politicians adopting the old practice of buying votes with the taxpayers' own money. But to move from these mistakes to the conclusion that big government is at the root of all our problems is to stray as far from the truth as Senator Joe McCarthy's charge that there were 305 "known Communists" in the U.S. state department, or the 1960s radical refrain that U.S. involvement in Vietnam was part of an overall scheme to dominate the world. Governments for spending too much on inflation but it is ludicrous to label them federal and



provincial deficits as the chief cause of inflation. First, this thinking is based on a "printing-press" theory of the money supply. According to this theory, the favorite of some newspaper editorialists, when the federal government has a deficit it simply orders the Bank of Canada to print more money to meet the difference. This strategy thus swells the total money supply and causes inflation. The trouble with the theory is that it overlooks other, more important sources of money such as bank loans. It also assumes that inflation is caused by an increase in the money supply rather than the other way round, a dubious assumption. Secondly, attempts to link government deficits and inflation rates are not supported by the facts. A recent study by the Conference Board, a private research agency, shows that governments at all levels, federal, provincial and municipal, ran a combined surplus in 1974, the

year inflation hit its peak in Canada. Only in 1975 did all levels of government run a combined deficit, and inflation actually began to subside that year.

Nonetheless, the public remains uneasy about deficit financing and the danger is that the attacks on government by everyone from labor boss Joe Mount to Royal Bank chairman Earl McLaughlin, feared as they may be, will be taken off too easily by the politicians, both in and out of power, and efforts will be made to turn back the clock to the "good old days" when government did little more than run the post office and maintain the army. Already the backlash is taking hold and we have seen how happily almost all Ontario and federal research grants cut back in Ottawa. Next to feel the bite could be the unemployment insurance program, a legacy of the great Depression that has served us well but would make a convenient scapegoat.

In the regulatory area, we will probably see wage and price controls dismantled before the next federal election and we may even see the partial "deregulation" of energy and transport, two fields traditionally controlled by government to protect the public interest. But before governments at all levels take any more counter-clockwise steps, we must consider the alternatives. The choice is not between government running our lives and us running our own lives. Rather, the choice is between government or big labor and big business controlling the levers of power. Society has grown too large and interdependent to do without some central planning and controls. It is mostly a question of whether the big decisions are made in secret at a cabinet meeting, where they are at least subject to the scrutiny of an elected parliament, or in secret at a boardroom or board office, where the public interest is absent.

It is no surprise that the most virulent attacks on big government are coming from the spokesmen for big business and big labor. These interests should not be confused with the public interest. Henry Ford is a British journalist and self-styled Tory, part of the government but in a constant agonizing state. "Too many of the Tories now being claimed from big government are in to me to be essentially pro-labor only for today's harvest." It is true that it was acknowledged that there are now only two choices: one can be either for strong government for the few and the rich or for strong government for the unrich and the many. There is no longer a third way."

# Why do they always bring Bonded Stock?



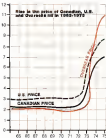
Because most people like it.

01064

[illegible]

Find out how  
our online tools  
at [bit.ly/18796](http://bit.ly/18796)  
can help you





## Raising the drinking age: if there is a problem, is this the solution?

The 13-year-old schoolboy had stolen away the afternoon, playing chess and drinking a pint of vodka. When he staggered into a McGill drugstore, he was, recalls a provincial drug worker, "very handsome. Without help, he might easily have died." Driven, a 17-year-old Winnipeg boy feeling no discomforts from drinking, says that she got drunk for the first time when she was 13. By the time she was 12, she was in serious trouble. "Sometimes I would get so sick I would bring up blood. But I would keep on drinking."

Just as the case of widespread narcotics abuse by young people seems to be drawing to a close across the land, concern is mounting over another kind of "problem"—increasingly heavy drinking and even alcoholism, among teen-aged Canadians. Until just six years ago, norms, long-standing, prohibitionist norms, justified, boasting was firmly in place throughout Canada. Then, between February, 1970, and August, 1972, the 10 provinces, the Yukon and the Northwest Territories lowered the legal drinking age from 21 to 18 or 19. Now a heated debate is developing over the wisdom of it all. While some experts find that most youngsters handle alcohol with restraint, others are alarmed over drinking in the schools, its apparently sharp increase in 1973, cases involving drinking tea-sagers—and over the spectre of youngsters in the grip of alcohol addiction. Says Dr. James Kalkin of Ontario's Addiction Research Foundation (ARF): "Whereas back in 1970 we rarely saw a youngster coming to the doctor for treatment, now we are seeing a significant number." ARF's Kalkin, "Ideally, we should be turning to reverse the drinking age to 21. If we want to reverse that, we will have to do that."

News of that direction are already under way. This month, the Saskatchewan legislature by a vote of 29-24, gave second reading—approval in principle—to a bill that would lower the legal drinking age to 19. In Ontario, the bill of the majority of high schoolers from home. In Ontario, a report tabled in the legislature in April suggested the same change to the drinking age. Sen. Terry Janz, commissioned by Premier Bill Davis to look into the habits of the drinking young, reported that "the drinking age is almost as an epidemic." Traveling around the province and home, he found youngsters "weekend when they should have been in school." In Alberta, four Conservative ridings announced recently denigrated the drinking age. The ridings, and in New Brunswick, where the legal age is 19, the provincial teachers' association seems it returned to 21.

Though hard statistical evidence of a teen-age drinking crisis among you has yet to materialize, it is clear that more and more teen-agers, including thousands who believe legal age, are turning on with alcohol. According to a survey by Ontario's state-only 46.2% of the province's secondary-school students in 1968 reported using booze during the previous six-month period, by 1974, the percentage had jumped to 72.9%. A study of teen-age drinking habits in southwestern Ontario showed that 45% of the youngsters involved already had problems with alcohol and that 13% to 15% in 1974 showed signs of being high risk for future alcoholism. In Quebec officials estimate that teen-age drinking leaped ahead by 30% between 1968-1973, while Ken Low, who directs the Calgary public school system's Action Studies program, estimates that between 80% to 95% of the city's high schoolers and 60% to 70% of junior high students drink—and that 15% to 20% of high groups are high-volume alcohol consumers.

Increasingly, young problem drinkers are showing up at meetings of Alcoholics Anonymous and at debarment centers. Montreal now has several AA groups formed by drinkers 17 and up, and Vancouver's AA has seen an after-25 enrollment rise from only 25 in 1974 to 151 by early this year. Recently, says a Toronto AA spokesman, a grade-school teacher asked for a representative of the organization to address a class. "We usually don't go to schools where the kids are under 14, but that's going to have to change," says the spokesman. "We can now have someone at the party." Young drinkers are making their mark on traffic fatalities as well. Typically, in Saskatchewan, highway officials discovered that in 1974, of 4,714 teen-agers involved in traffic fatalities, 247 were drinking. And it's legal "to get drunk and another 1,600 had been drinking."

Though the total number of teen-age problem drinkers may not be as relatively small—perhaps no more than 25% of the teen-age group, the field are concerned that the very few teen-agers who are drinking can only cause up problems for the future. "If the percent of 35% of alcoholism becomes an alcoholism," says Ken Low, a Vancouver alcoholism consultant. "It's because the pattern of drinking is established at an adolescent age, and it's hard to change." "All you have to see is a 14-year-old 'woker' to know," says Inspector Fern Alexander, head of the Metropolitan Toronto police youth bureau. "And we'll be back and wonder how it happens."

One of the most potent aspects of the teen-age drinking and its future, says the young is that fewer legal age men than younger and younger children are getting an early introduction to alcohol. "When the law was 21, a lot started drinking at 17 or 18 because they could get to 21, or know someone who was 21 and could get liquor for them," says Inspector Al Merson of the Calgary police youth section. "Now that it's 18, the same thing is happening with 16- and 17-year-olds." Why are the young so ready embracing the bottle? Besides the fact that alcohol is now legally available earlier, there are signs that the move to booze reflects a growing disenchantment with other drugs. Dr. Charles Ferguson, director of addiction services at Winnipeg's Children's Centre, suspects that teen-agers are turning away from drugs such as LSD, the amphetamines (speed) and because out of a prudent regard for their health. Moreover, says Ferguson, "Booze seems to get in drugs. And it's legal." In Vancouver, director of the Vancouver Youth Squad's school liaison program, agrees. "I would say that drugs like tar are on the wane. The kids have experimented with them and in for as they're concerned they've had none." Ironically, parental disapproval of illicit drugs may be helping to steer youngsters toward alcohol. Notes André Lacombe, director of the Quebec government's Office for the Prevention of Alcoholism and Drug Addiction. "It's funny that parents seem to accept their children turning to alcohol with the greatest alacrity. 'Thank God, he's drinking at least he's staying away from drugs'."

Young drinkers at a fashionable off-campus pub in Toronto, eat, drink and be merry for tomorrow you just may be too young.

side of teen-age drinking? Ontario is considering proposals for mandatory photo-identification cards—a proposal that stresses the use of civil rights documents—and stiffer penalties for youngsters and tavern operators who break the law. Nova Scotia already is cracking down on pubs that serve underage customers. Rather curiously, many of the experts most concerned over youthful boozing doubt that raising the drinking age all over again is feasible, or desirable. "What rational explanation could you give a 16-year-old who has been drinking for 15 years," was drama writer Calgary cop "You can't legislate him out of his drinking habits out of existence," Quebec's Social Affairs Minister Claude Forget notes that the legal age "is not a decision in the past, and I don't think that we can solve alcohol-related problems just by changing the age." Instead, there is wide agreement that alcohol abuse in Canadian society is a whole—and not just among the young—should be the target of government measures. With the progressive liberalization of Canadian drinking laws and greater affluence, alcohol consumption has risen rapidly in all age groups, by 30% overall during the past two years alone. One result is that perhaps 5% of all male drinkers, or roughly 420,000 Canadians, are alcoholics. A solution can only be found, suggests Vancouver's Labonte, "by confronting society as a whole and establishing 'non-drinking alternatives' to the abuse of alcohol and other drugs. That's a tall order, but beginnings have been made on several fronts. In an attempt at encouraging mod-

eration, for example, Manitoba is experimenting with inexpensive, low-alcohol wines and spirits, and cheap low-proofed-tastebeers have been available in Saskatchewan.

In another key area, the provinces—most notably Manitoba, Saskatchewan and Ontario—are mounting educational campaigns to the schools and for the public to warn of the risks involved in drinking too much in the hope of offsetting the advertising of beer, wine and liquor advertising. Manitoba has gone a step further by banning from all media, except national magazines, "alcoholic" liquor advertising—the kind that, as Stephen Lewis, Ontario's New Democratic Party leader, puts it, shows "attractive women, robust men all the good things coming together in that one moment of getting a bottle of beer." Mrs. Louise, federal Minister of Health and Welfare, has warned that Ottawa may soon take action to seal up such advertising.

Ultimately, though, the greatest responsibility for breaking teen-agers to use alcohol sensibly probably lies with the alcohol industry, but in the hands of individual Canadians—the parents. In dealing with problem drinkers, says the ARF's Baskin, "one of the first things we find is a history of alcohol or drugs in the family. If you want to take a teen-ager out of a normal environment and find an alcohol problem." That is not to say that heavy drinking parents, consumed with the ways of their drinking children, may find un-

ELKANOR WARDMARK  
NICHOLAS BURRILL CORRESPONDENT







# The politics of Swine Flu

In 1918-19 Swine Flu killed 21 million people. In a few months it may be back—but this time we're ready for it

By Michael Enright

The human vaccine has a vaccine velocity of 151 km per second. It can send a spray of 4,000 particles into the air for a distance of 12 feet. The particles can suspend in the air for as long as half an hour. Each particle can contain 10,000 bacteria colonies and together more than 35 million bacteria. The human vaccine is the most common form of the transmission of influenza infection from one person to another.

Fort Dix, New Jersey, is a rambling collection of army buildings about a 40-minute drive from downtown Philadelphia. It provides a seven-week hotel/camp training course for new recruits from the eastern seaboard of the United States. At any one time it contains a base population of about 21,000 army and civilian personnel. By early February, Captain David Lewis was

in his third week of the training course. He was from Aubrey Falls, Massachusetts and 19 years old. On February 3, Private Lewis, First Company, First Battalion, 2nd Basic Combat Training Brigade, presented himself to the base dispensary during the daily sick call. He complained of a general soreness, some aches and a temperature of 100.4. He was ordered confined to quarters for 48 hours, but the next day, February 4, he left his barracks and joined his platoon for M-16 rifle drill on the post range. On the march back to barracks, he collapsed and was taken to the base hospital where he died between 7:30 pm and 7:45 pm. Because there had been a high incidence of flu at Fort Dix and because of the manner of Lewis' death, an autopsy was performed by the chief of the hospital's pathology department, Dr. John Zakhar. He reported

his findings to Colonel Joseph Bartley, the assistant director of health and environmental activities at Fort Dix, the next day. The autopsy showed that Private Lewis had died of pure viral pneumonia caused by influenza. Times of the strain were found in his trachea and were isolated as lung tissue. While some 300 recruits had come down with the flu on their return from Christmas leave, Lewis was the only fatality. Fort Dix medical teams took throat washings from all recruits suffering from flu and sent them to the New Jersey State Public Health Laboratory for identification. Dr. Martin Goldfield, a state virologist, began tracing the strains from Fort Dix against the registries he had on hand at his laboratory. A virus known as A/Victoria/15 isolated because it had been first isolated in Australia, had been the most common flu virus infecting Canadians and Americans over the winter. Dr. Goldfield isolated four new strains from Fort Dix, through a procedure called a complement fixation test. He was able to determine that it was the type of virus called influenza A. But it was not A/Victoria. This A virus was something completely new to him. He immediately called Dr. Walter Dowdle of the Center for Disease Control in Atlanta. Georgia. Later the Fort Dix strains were hard-cultured to the case for identification by Dr. Dowdle.

On Friday February 13, Colonel Philip Russell was looking forward to a weekend of doing at the Maryland mountains. He had bought a new pair of ski boots and some expensive Kennedys. His wife was to pick him up at his office at Washington's Walter Reed Institute of Research where he is director of the division of communicable diseases and immunology. A tall spare man, Russell is an aviator with a specialty in tropical diseases. He went to Johns Hopkins medical school and the University of Rochester and has spent much of his career in the tropics. Before he could leave his office for the ski hills he got a call from Dr. Dowdle in Atlanta. After a few pleasantries, Dowdle asked: "What the heck is going on at Fort Dix?"



**March 24, 1976** President Ford announces an inoculation program for Americans, and is charged with electioneering

"I don't know. Well, apparently they've had a bump in their anti-infectious respiratory disease rates."

"Well, we've got something here," Dowdle said.

Russell called his wife, told her to start for the mountains without him and grabbed the next plane for Atlanta. The next morning, February 14, he met with Dr. Dowdle at the CDC. At the meeting were Dr. David Sencer, the director of the CDC, Dr. Goldfield, CDC staff virologists and officials of the Federal Bureau of Hygiene, the department responsible for covering the production of various vaccines. Dr. Dowdle presented his data and the strain was identified as the first type as A/Swain/1. Dr. Dowdle's name was on the list. The same strain of influenza blamed for the pandemic of 1918-1919 which hit through every country of the world killing more than 21 million people. Russell immediately flew back to Washington. His job was to find 60 members of medical teams at Fort Dix to track down the strains from where the original threat embryos had been taken. He wanted to get embryos from them to see if they reacted with the A/Swain. He scheduled a special operation called an military project (PAC) on the epidemiologic consultation service, including a team of trained epidemiologists backed up by the infectious disease laboratory. The department of virus diseases and the health and environment branch of the surgeon general's office. They had to find out how far the infection had spread. Each man had a target. Russell was responsible for determining the spread of the disease on the post. Goldfield was concerned about the rate of New Jersey and Dowdle was worried about the rest of the country.

For the next few weeks, Russell's people worked seven days a week, making on three or four hours sleep a night. Teams of officers and enlisted men at Fort Dix started screening patients in the base hospital. They took blood samples from whole platoon, between 40 and 50 men. They carried out a full sero-epidemiological study of the base, taking a 10% sample of the entire population, including the army band. There was a feeling of urgency.



**March 30, 1976** In the House, Health Minister Leavitt announces inoculation bids to inoculate 11.8 million people



**February 4, 1976** At the Fort Dix, R.J.J. Jones, Pvt. David Lewis becomes the first known victim in 87 years

business. Business Advisory Committee was hearing reports from the people at the CDC and reviewed microbiologists from across the country. On Wednesday, March 24, President Gerald Ford announced a universal vaccination program for all Americans. It was the largest such program ever undertaken. It would cost \$135 million. Because it is an elective year, Ford was immediately accused of playing politics with some issues about an epidemic coming November. Privately, U.S. medical officials were sorry the administration had someone from the secretary of health education and welfare instead of the Dept. of Health. Officials at the World Health Organization in Geneva expressed surprise at the suddenness of Ford's decision, particularly when there was no evidence of any spread of the virus from Fort Dix to the general population. Less than a month later, a special meeting of two experts in Geneva would advise every country in the world to prepare for the possibility of an epidemic of swine flu next autumn. In Canada, Health Minister Marc Lalonde studied the recommendation of his advisory committee. In each province, medical officers of health had been alerted to the possibility of a new strain of flu and were told to report any new strains in their areas. Six days after the Ford announcement, Health Minister Lalonde rose in the Commons to announce a program of inoculation for 13.6 million Canadians, at a probable cost of \$70 million. What vaccine we couldn't make ourselves, Lalonde said, we could buy from the Americans.

An expensive vaccine is the only known preventive measure against influenza infection. Once you have it, you have to wait



**April 22, 1976** In Bethesda, Maryland, the first shot is fired—into the arm of Dr. Henry Meyer, by Dr. Theodore Cooper

it out. You can treat only the symptoms. The vaccine is made up of a tiny amount of the killed virus, just enough to kick into action the body's self-defense mechanism for producing antibodies. Those antibodies then fend off the onslaught of the full-strength virus when it arrives. The virus is still alive here for centuries in every country of the world. The same influenza

was caused by two Italian historians, Domenico and Pietro Buonamici, in 1580. They were convinced that the fever was the same disease and now was directly attributable to the "self-attack" of war prisoners. There are records of a flu-like epidemic in 412 B.C. which swept through the Athenian army. Between 1574 and the American Revolution there were an estimated 44 epidemic outbreaks of what seemed to be influenza. In the last century there were two pandemics of flu, in 1847-48 and in 1889. But it was not until 1933 that the first swine virus was isolated on human beings by a team of British scientists. For the first time, they got a look at a flu virus and saw how it worked. The flu virus itself, under magnification, looks like a soft cotton ball with two protrusions on the surface. These two proteins, the hemagglutinin and the neuraminidase, help the virus to do its damage. The hemagglutinin is a pig-like structure which allows the virus cell to attach itself to the host cell. The neuraminidase resembles a spike and it allows the virus to unhook itself after infecting the healthy cell. The danger from flu comes from secondary infections such as bacterial pneumonia.

What puzzles scientists about the flu virus is its ability to change characteristics in what is called an antigenic shift. When a major shift occurs, a hosty new strain is produced and to combat it is a really new vaccine is needed. This happened in 1957 with the Asian Flu and in 1968 with the Hong Kong strain. Both caused widespread epidemics in Canada and the United States. It has happened again with the mutant discovered at Fort Dix. To find



**Fall, 1918** The Swine Flu, then known as the Spanish Flu, killed about 88,000 Canadians over a few months. The masks were useless

**September 3, 1793.**

The duel between dashing Sir Hillary Farnsworth and Lord Hornsmith was called on account of rain. They kept dry with a Gordon's Gin.

**Stay on the dry side with Gordon's.**

For 200 years it's been the drink of today With a splash of tonic or a dash of bitter.

Any mixer (twist or luscious) anybody mixes like Gordon's.

Enjoy mixing with Gordon's.

Send for your Gordon's Recipe Book to Dept. MD, P.O. Box 1336, Section A, Montreal, H3C 2R1.



**Canada House. A diplomat among whiskies.  
Smooth. Confident. Worldly. And always in impeccable taste.**

CANADIAN DISTILLERS LIMITED

out the Fort Dix A/Sewice is the same as the winter the great pandemic of 1918. Antibodies were taken from people to be exposed to the 1918 strain and tested against the Fort Dix virus. Results were positive. This does not mean that the flu of 1918 is the same as the flu of 1918. No one has ever seen the 1918 virus. All it means is that the antibodies created by the 1918 strain react with the Fort Dix variety. But on that assumption that the United States and Canada decided to go ahead with mass inoculations. It is a gamble against the slightest possibility that what happened in 1918 could happen again.

By September, 1918, the world was tired and depleted after four years of the most awesome brutality in history. The mass troop movements across oceans provided an excellent carrier for the disease which was called Spanish Flu or, more correctly, the Spanish Lady. Nobody knew precisely where it originated. Some scientists say that all influenza begins in South China where large masses of humans live near and mingle with large populations of animals. Swine influenza is so called because in the past 40 years or so it has caused flu like diseases in pigs. Oddly enough the disease produces the same symptoms in pigs as in humans—sneezing, coughing, even spitting. Pig breeders had for quite some time noticed the spread of a cough-like disease among their herds. On Monday, September 30, 1918, the National Swine Breeders' Show was ending its first day of competition. About 5 p.m. one of the chief adjudicators of the show—held at the William Hallard Building of the fair grounds at Cedar Rapids, Iowa—noticed the alarming spread of a coughing sickness among the pigs. The animals all had fevers, were coughing and exhibited signs of mild distemper. The judge ordered the show closed the next day. He wired his findings to Washington, to the Department of Agriculture, and on his telegram he used the words "hog flu." Since that time there have been cases of the epidemics in other hog populations and even instances of the transmission between hog and human, usually among farm workers. The Fort Dix virus was the first human to human transmission on record in years.

In the United States, it's thought that the 1918 pandemic began in early March as an army base at Fort Riley, Kansas. All in America started as the population in line or enclosed towns throughout the summer. They take hold in the general population in the autumn and through the winter. No one knows why. It could be that people move outdoors during the winter tend to group together and are generally less resistant to germs. By September, 1918, the incidence of Spanish influenza was making itself felt in North America. Public health authorities began to take measures that seemed worthwhile at the time but ultimately proved useless. Quarantines were imposed. Public buildings

such as theatres and concert halls were closed. People stayed away from barber-shops and restaurants. Huge signs were erected in New York City in this corner, to caution and entreat, read first on a street car sign. Chicago's health commissioner, Dr. John Dill Robertson, told his police department: "Arrest thousands if necessary to stop assembly in public." Police officers and even team conductors, firemen and school boys wore gauze face masks. It was all useless. Health authorities tried to promote public recognition of the danger with crude public relations games such as "London Sundays." By December the hospitals were beginning to fill up and

new patients were put in the corridors. The deaths mounted. Baltimore ran out of coffins. Chicago ran out of flowers and switched to trolley cars. Nothing seemed capable of stopping it.

In Canada the flu seemed well-managed by a well-meaning C.R. conductor named David Reid Kennedy. He was assigned to escort a standard of repatriation soldiers from Quebec City to Vancouver. The military base at Quebec was under quarantine with orders that no one be moved, but Kennedy charmed his way to the commanding officer's office to get the travel vouchers he needed to move the troops. As the men moved to Vancouver,

## Here's a free look at Ireland and your invitation to visit.

"Ireland, Personally Yours" is a beautiful, 32 page book that takes you to Ireland and shows you all the ways to enjoy it.

You may choose to explore Ireland by car, boat, horse drawn caravans or on a guided coach tour.

You may decide to stay in one of our grand hotels, at a quiet guest house, a farm house in the country or a thatched seaside cottage or even in a real castle.

And you can plan to enjoy the best of our fishing, golfing, sightseeing, shopping, festivals, theatre, special events or a visit with friends and relatives.

You'll find all the details in "Ireland, Personally Yours" along with maps, pictures and fascinating historical notes to show you just how charming a visit to Ireland can be.

"Ireland, Personally Yours" is a lovely book to read. And it's sure to start you planning an unforgettable Irish holiday. Use this coupon to send for your free copy—or just phone. The Irish Tourist Board, 364-1307 in Toronto.

**Ireland.  
Nowonder  
everyone sings  
about it.**



IRISH TOURIST BOARD  
Box 2123  
Toronto Ontario M5W 5H6

Please send me my own copy of  
IRELAND Personally Yours

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



"For me, good food  
and a good beer go together."



That's why I ask for Heineken.



It's a matter of taste.

Imported Heineken, available at Liquor Stores.

## THE DISEASE DOES THE SAME THING TO PIGS AS IT DOES TO HUMANS, THUS 'THE SWINE FLU'

Kennedy was getting more and more annoyed as car after car was let by a strange line-up. He was forced to get the car from the train at just 100 yards along the way. Everywhere he cut loose a cloud of wild soldiers the fire spread. As winter came on the epidemic grew worse. In Montreal more were ordered shut by 4 p.m. and the Toronto police were patrolling the downtown streets to make sure the law was obeyed. In Hamilton, a department store announced there would be no Santa Claus that year. The Ottawa city council chamber was turned into an emergency aid station with 200 women working around the clock to make hospital sheets, diapers, towels. A staff nurse described the Ottawa Hotel Hospital in Alberta as "an anatomy of risk and suffering." In Edmonton, the local chapter of the Victorian Order of Nurses discovered that their chapter paid toward the nursing of epidemic cases. They voted to disavow their chapter. Home remedies became the most popular conversation topic in the country. People hung cooked onions around their neck to fight the flu or washed their throats with lemon water. They tried inhaling hot water and turpentine fumes and drinking glasses of hot milk mixed with ginger, soda and sugar. Everywhere people stopped shaking hands. The death toll rose. Measured with a 1918 population of 640,000, recorded 3,128 deaths. Toronto had 1,600 deaths in a population of 240,000. Ottawa, with a population of 104,000, had 570 deaths. Between September, 1918 and March, 1919 the Spanish flu killed 65,000 Canadians. In the United States almost one in every four persons was hit by the flu and 500,000 died. By spring the virus had disappeared and the epidemic was over.

While no one is predicting what will happen next fall, most virologists and public health doctors say the influenza mortality rates of 1918-19 will not be repeated. For one thing, the development of antibiotics has lessened the danger of secondary bacterial pneumonia, a major cause of death 50 years ago. The production of twice vaccine should cut down the number of cases of violent flu. To produce the vaccine, fertilized eggs are injected with the virus. The virus grows in the egg and then is separated from the egg protein in a viral centrifuge. The virus is then killed with formalin and made ready for injection. In the United States four companies are capable of producing the vaccine. Because of the expense, the companies have asked for relief from the antitrust laws so that the vaccine drug industry can be involved in vaccine.



## THE ORIGINAL.

These are the people of Canada's premier province.

We live on an island first visited by Sir Wilfrid. A land of fresh, clean air and benign forest. The sun.

Yet we're nearer than most to the U.S., and nearer than most to the beginning of the 20th century.

This is the original, the original of the beginning. To people, it's Newfound. The original part of Atlantic Canada.

# NEWFOUNDLAND

Another world next door.

Write for The Original Vacation Kit,  
P.O. Box 2216, St. John's, Newfoundland,  
Canada A1C 5B8

Nothing equals 8&18.



Our unique blend of 8 and 18 year old Canadian whiskies adds up to a flavour and taste that's unequalled. And that sums it up.

# A CPR CONDUCTOR, BY BREAKING QUARANTINE, CAUSED THE FLU TO SPREAD IN CANADA

one production in Canada, two companies—Comstock Laboratories of Toronto and the Amersil Frappier Institute in Montreal—will produce the vaccine. Not everyone in the country will be inoculated. Children under the age of 16 are excluded because of the possibility of an adverse reaction to the vaccine. Initial tests have revealed that it can cause convulsions in children under the age of five years. Priority will be given to people over the age of 65 with respiratory conditions and those between the ages of 20 and 30. The major problem facing health officials in the production of the vaccine itself. Comstock hopes to have four million doses ready by September 1. To do this, the company will have to put its people on double or triple shifts. Comstock's hopes to buy bulk quantities of the vaccine from sources in the United States. The bet is that American authorities will sell to Canada whatever vaccine is left over from its inoculation program. Canadian health officials are also looking for supplies in West Germany and Switzerland, the two European countries capable of producing the vaccine on a mass scale. At the same time, federal authorities are running a flu surveillance program covering the whole country. Every two weeks 48 samples of blood from each province are being sent to Ottawa for examination. By studying the 400 blood samples, health officials can chart the course and intensity of the infection. The vaccinations will be carried out by each province with starting date of September 1.

The entire program for mass inoculation here and in the United States is based on a strain of carefully selected influenza. Scientists are assuming the coming virus is similar to the swine strain of 1918-19. It may not be. They are assuming that the vaccine now being developed will be effective against the new strain. But because of the strain's ability to recombine with other strains and change its character, the vaccine could be rendered ineffective (although if A/Swain is in the population at a substantial level, the vaccine should work). Finally they are assuming that the virus was transmitted from the grounds of Fort Dix. It is possible, however, that the virus made itself known and lost its ability to transmit in a few weeks. But if the mass vaccinations are a gamble, the risk is financial. To do nothing would risk lives, because the best evidence suggests that somewhere in the North American population, A/Swain/Fort Dix-Ne is breeding quietly and that by the fall it will be here.

## PLAY TENNIS WITH SPALDING.

# YOU COULD WIN A HOLIDAY FOR TWO IN BERMUDA.



Southamton Princess Hotel, Bermuda

People who play tennis with Spalding, play to win.

So play with us, because you could win a free trip for two to Bermuda; including air fare, \$300 (Canadian) spending money and seven days and nights at the Southamton Princess Hotel.

At the Southamton Princess you can golf, swim, snorkel, dance, dine and enjoy one of the most breathtaking settings on the island.

And you can play tennis on seaside all-weather courts—with Spalding tennis balls. The Spalding Championship Tennis Ball is the official ball for the Association of Tennis Professionals. And all World Championship Tennis Tournaments use Spalding balls exclusively.

For details see the Spalding tennis display at your nearest sporting goods store.



# SPALDING®

# After the protest is over

The people of Pickering stopped an airport, and it felt wonderful, but along the way they lost their middle-class faith in the system, and that doesn't feel wonderful at all

By Angela Ferrante

Four years ago Anna Fisher decided to fight the government, and won. She still looks the same: a quiet housewife with messy blonde hair and an apologetic voice, but she has changed, and it worries her. She has slipped out of the old values she used to wear like comfortable worn-out shoes. She doesn't believe in government anymore. Politicians are liars and self-servers to her now. She's heard her usually resistant town apt. now talking about doing a "traffic interchange" on government's authority. "We're not violent people," she says of her family, "but that's what they do to you." "They"—the federal government with their planners, consultants, appraisers, mission and bureaucracy who have trampled so extensively over her life and land.

The Fishers, like the other families who fought the Pickering airport northeast of Toronto, were strangers to protest. They believed in the system and its institutions. They saved their money, paid their taxes and isolated themselves in the cocoon of middle-class affluence, trusting to God and government to protect their own backyards. They shared only a passing sympathy for the urban protesters they read about in newspapers. They could never see themselves fighting the same kind of battle. Nine years ago the Fishers bought 20 acres in Pickering, complete with forest and creek. Ed Fisher, a machine adjuster in Blue Mills, designed and built his own house on the property, sacrificing five years of weekends with his kids for "his only hobby, his only love." But in March, 1977, the federal government moved in to build an airport in Pickering, expropriating an area amounting to approximately 40,000 acres, and the first property apparently barely covered the cost of being expropriated. That is when the Fishers banded together with other property owners in a group called People Of Place and fought, until three years later the project was scrapped. (By that time, \$100 million had been spent on expropriating land.) But victory has changed the group almost as much as defeat might have done, and that's what worries Mrs. Fisher. If it was their middle-class faith

Ed, Anna and Vicky Fisher and, behind them, the house they won't leave or pay rent on, not beyond a "little advantage"

## Love has found the super pearl.

Super shimmer, super colours

You're going to find yourself nail-gazing, because there's something fascinating about this new depth of pearly lustre.

Plus, 3 fashion experts helped us create our new spring shades. They're definite colours, even the shy ones.

Plus: rich, smooth, fuss-free application



Love's Pearl Plus protein nail colour.



## MOTHERS KEPT KIDS IN LINE BY THREATENING: 'THE GOVERNMENT WILL GET YOU'

that made it easy for politicians to exploit them, it was their middle-class power, not the righteousness of their cause, that eventually enabled them to win. As Toronto lawyer William McMaster puts it, "If you didn't have highly educated, highly intelligent aristocratic people, it wouldn't have worked if they had been average intelligent farmers

who wouldn't have got anywhere." The kids of Pickering are still silent, but the jets over the beloved province of the farmers displaced by Montreal airport noise (Montreal's Pickering protest zone) still fly. They are cynical. They were the heretic, but they lost their innocence.

Though the Pickering airport will never be built, it still hangs in the air like a bad dream over the rich farmlands of Pickering. "I have no faith in the system or in the people who perpetrate the system anymore," says P&A member Min. Joe McClelland. "I'll never have the bird faith I used to have." And the elation of winning reelection there is sure to fuel the pain.

cent the sounds. Twelve buildings were demolished before the federal government backed off. Hundreds of properties are still in limbo. The Foster property is registered as owned by the Public Works Department, but they continue to pay taxes and painted it a still there. Says Mrs. Foster: "I'd have never accepted it. Every year he still goes out and plants trees. He's never given up hope." There are people who still cry quietly when the airport is announced. And there are the children—"Poppers" they were called—who were born just before or during the fight. Children who have never heard one good thing about authority. Children and their aunts who watched their parents burning government pamphlets. "Mothers used to tell their children that if they did anything wrong the government would get them," recalls Anne Hewes, a magazine writer who did publicity for P&A. "If anything went wrong in the house, mothers would say it was the government's fault." Kids would go home daily to ask, "Has the government got our house yet?" Hewes remembers a five-year-old boy instinctively picking up a bill of mail and barking it at passing Ministry of Transport trucks. Says Margaret Godfrey, wife of P&A's chairman, Dr. Charles Godfrey: "You don't look at your children in horror when they start 'subverting.' You said, 'When will you be able to get it done?' But don't give your name and address. Do it at night." Adds Mrs. Rhoda Altmann, wife of a Toronto consultant and engineer, "When you have moments of reflection you think this is morally wrong. We are confusing democracy. But this is what is has done to you." Concludes Hewes: "We all grew up assuming that the government was fairly solid. Somewhere there was someone reasonable. That democracy was a functional

## Don Quixote immortalized it. The Alhambra by moonlight characterizes it.



## Bargain-filled shops tantalize in it. Spain.

Spain has always been a travel bargain. And this year your dollar goes even further in Spain than last year. So you have more reason than ever to visit our surprisingly diverse country. Where castles rise above Roman ruins. Gothic cathedrals coexist with shadowy Moorish mosques. And white-washed

villages cling to seaside cliffs. Spain encompasses nearly 30 centuries of civilization and each of our 50 provinces retains a special flavor all its own.

But Spain is more than scenery and sightseeing. It's also art, fiestas, fine food and shopping. Cosmopolitan cities abound with some of Europe's best buys. And once

you've sampled our nightlife, you'll see why we need a siesta during the day. Dinner is long, late and fantastic.

For more about the colors and flavors of Spain, see your travel agent. Or write Spanish National Tourist Office, Dept. MCS, 60 Bloor St. West, Toronto, Ontario.

Out of this world, but not out of reach.



## Can you find the room freshener in this picture?

We designed new NewArk Twins to be the most inconspicuous room freshener you can buy.

If you look hard you'll find it to the right of the clock. But when you put it in your home your guests will never notice it. And that's its beauty.

Plus New Ark Twins give you two room fresheners for what you'd expect to pay for one.

The three totally new fragrances, Sea Pine, Sunny Citrus and Herbal Bouquet, effectively eliminate unwanted odors leaving just a gentle trace of their own refreshing scent.

And since it's from NewArk—the pioneer in room fresheners—you're assured of quality.

New Ark Twins, a beautifully discreet way to freshen your home.



McClelland: living on the bull's-eye

# Air conditioning you can live with.

More than ever, the cost of staying comfortable is being measured in dollars and energy.

So it pays more than ever to get the system now that's going to give you efficient cooling with every kilowatt from now on. Sure comfort for years to come.

Carrier's Super Round One can cut your cooling costs up to 29% over ordinary systems. Its extra-large cooling coil, smaller horsepower, big-volume exhaust fan make it a breeze.

The Super Round One keeps your upkeep reasonable with its solid-state control center. A unique sensory device that copes with things like power failures and cutbacks. Without any help.

By design, the Super Round won't interrupt your outdoor living, either.

It's the hardest to hear.

A consideration for you, your neighbors, as well as Canada's tough environmental standards.

It hides well. Even sends its hot exhaust straight up and away from everything and everybody.

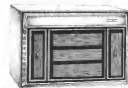
The Round One's price tag is easy to live with, too.

Or cool a room at a time with Carrier's high-efficiency Cosmopolitan. The room air conditioner that doesn't eat up energy to keep you comfortable. Flips its top to cool you with Carrier's famous arc of comfort. Draft-free.

You're in complete control, also, with the Cosmopolitan's solid-state fan speed control.

Simply turn it to the sound level you want, the air volume you need, the humidity you're most comfortable with.

But feeling is believing, so ask your Carrier Dealer for an



on-the-spot demonstration.

The Carrier Cosmopolitan is only one of 35 Carrier room air conditioners you get to choose from. Including 16 high-efficiency models.

Your Carrier Dealer has all the alternatives.

He has the all indoor central air conditioning system, for one. Water-cooled and more efficient than the Super Round One, it can sit under the kitchen sink, in a closet, or anywhere

out of the way in your house. You can even use swimming pool water to run it and save on your water bill.

He has humidifiers. Air cleaners. All you need to stay comfortable. All from Carrier.

And he'll always make sure your system works best where you live, saves energy and meets local codes where it should. And gets the kind of service you want.

Call him. He's listed in the Yellow Pages.





# "I'M DEAD SET AGAINST VIOLENCE, BUT INTELLIGENCE DOESN'T SEEM TO DO ANY GOOD"

visible projects. These kids will never have the benefits of this vision plan."

People On Pluses started out thinking it could win by being reasonable and sane. It took a long time to finally bring it down that assumption. The group was launched the very night the report was announced. It was a frantic group of people who met for

the first time in a century-old farmhouse to plot their battle. There were farmers, but also a healthy colony of artists, cartoonists, professionals, doctors, lawyers, consultants, politicians, advertisers and journalists. The airport had unconsciously cut into a rather powerful little group. "The first meeting was just a riot," recalls Jane Bucklin, a young artist. "There were farmers, hippies, accountants, rich business men, a whole combination. Nobody was talking to anybody else. They were all standing in little groups." That broke down very quickly as the fight progressed. Under the direction of Godfrey, head of rehabilitation equipment at Toronto's Wal-

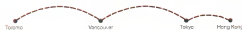
ley Hospital, committees were set up to prove the airport was not needed.

Americans though they were they started immediately in rough ways at the government machinery. They learned quickly how to grab public attention ("As lines we were so scared we passed the phone around to see who would be the first to make a call," remembers Heneg) by holding spring festivals, country fairs, publishing pamphlets, making films showing city people what country people were trying to prove. They exploded to the fullest the talent within their ranks. When they needed a drummer to lead a contingent to Queen's Park, they didn't get just any drummer but one from the Toronto Symphony. And they learned some very effective methods of harassment. Mrs. Pat McClelland, who would normally rather write children's books, recalls how she played havoc with the Ministry of Transport policy of applying to all complaints about the airport. At the Canadian National Exhibition Sportsman Show in Toronto, she obtained the demands of a vegetarian organization, asking the government to stop the airport. One day she mailed 15 to the minister. Next day 50. Next 2,300. Next 1,000. Then back to 10. "They never knew when to hire Office Overload," she laughs.

Not completely unaided, 6,500 members and issued 11,310,000 (some of it donated anonymously from sympathizers but certified government citizenship). Members worried about, at their own expense, persuading anyone who would listen that the airport was not needed. They were successful in a great degree. The right Toronto-area city council officials by the airport voted against it, not a technical "no," says some of these volunteers who didn't know anything about airports, flew to Washington and London to confer with aviation people and anti-airport groups in the area, but no matter how much sympathy they stirred up, the constant badging (going to meetings with federal and local as well as to no avail). They watched helplessly as a compromise set up to merge into the existing province failed to question the need for the airport. When the committee recommended that the airport be built, the protesters gave up hope that the reasonable approach would work.

That was two years ago. Not long afterward, the women who usually handled the group's publicity started out around a kitchen table. "We got to the point where we thought we had really lost," recalls Isabel Thompson. "There was only one thing we could take and that was the physical. Why not make a pinhole of women to sit in front of the bulldozer? Women all dressed for tea, with hats and gloves? Would it stop the bulldozer? How would the government react? So they held a symbolic bulldozer tea party and invited the Times to come out. To their astonishment they got 1,300 women of women willing to help. To show they meant it, these women occupied the century-old farmhouse of

# CP Air now gives you a choice of 4 SuperOrange 747 nonstops a week from Canada to the Orient.



Nonstop SuperOrange 747 Service from Vancouver to Tokyo 4 times a week. With same plane service on to Hong Kong 3 times a week.



Our big beautiful 747 SuperOrange will fly you to the Orient in the greatest of ease. (We're also the only airline that can fly you direct from Vancouver to Hong Kong without changing planes in Tokyo. Which is another comforting thought.)



Since man cannot live on comfort alone, we offer delicious international cuisine created by our Swiss chef. (Plus fine wine, movies and stereo at a very nominal cost.)



Our flight attendants are multi-lingual. Mighty nice. And very genuine. Why even their bright shiny smiles are as real as our chins and silver. So call your travel agent or CP Air. Then come meet some super friends.



We're also the only airline that can treat you to 747 service from Toronto's convenient Terminal 1 all the way to the Orient without changing airlines. Aah so.

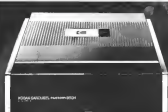
**CP Air**

**Orange is Beautiful 747 Nonstops to the Orient.**

**Arouse an orange.**

Canadian Schenley Distillers Ltd.  
Sponsors of the Canadian Schenley Football Awards since 1953





## Outside, all show.

The Kodak Carousel custom 850H projector has beauty you can live with. The tinted acrylic dust cover, insulated wood grain punch, highway handle and sliding lens cover protect it from dust, dirt and bumps — with style.



## Inside, all showman.

Superb optics, smooth quiet gravity feed, autofocus, and automatically timed or remote slide change make the 850H a superior addition to any home entertainment center. See the projector that looks great on or off, at your photo dealer's store. Less than \$399.

*Free subject to large without notice*

**Kodak Carousel™ custom 850H**  
slide projector.



forced by zoning and noise, or more than two thirds the size of Metropolitan Toronto. He pointed out the airport had never been debated in either federal or provincial legislatures. Eighty percent of the property involved was prime agricultural land. The federal government had never demonstrated, nor even in the province, that a second airport was needed. And the most telling argument wouldn't that one billion dollars (estimated cost of the airport) be more useful elsewhere? McMorris says the cabinet members were shocked. "They were a little bit outraged. They felt that they had been misled by Ottawa."

That started the province huddling. Transport Minister (at the time) John Ralston headed off to Ottawa to get some answers and came back discouraged. In May, 1973, the province was telling the federal government that a second airport without guarantees of further development was not sufficient reason to spend the kind of money required to service the area (estimated at about \$275 million in highway alone). In June the province said it would not be realistic to spend that kind of money at a time when inflation was rampant and there were more pressing priorities in housing, energy, health and education. In August, when the federal government was proceeding with development, the province asked that all work be stopped until a committee to study a cost-sharing formula for roads, sewers and support services could meet in early September. Finally, on September 24, the provincial government announced it would not service the airport because "the decline in passenger traffic calls into question the need for a second airport." Senator had listened a lot. The project, with its array of consultants and bureaucrats, was deflated like a pricked balloon. Prime Minister Pierre Trudeau responded with his characteristic shrug. He'd use the money elsewhere. Toronto would regret it.

The people of Pickering won, but when you talk to them, even today there is still a residual anger. "It made a lot of people, including myself, seepers," says lawyer Doug Turner, mayor here. "The federal government doesn't represent anyone except the bureaucrats in Ottawa," adds Godfrey. "You begin to understand what's going on in Ireland and you can sympathize with them." How long will this feeling last? As long as the battle continues. People are still leasing houses and fields they don't own, knowing they could be thrown off at any time. Farmers and villagers, caught in a 10,000-acre land freeze imposed by the Ontario government, are not allowed to build on their properties or make substantial alterations. In April, a group of them launched a legal challenge to the freeze. These people are not given to exaggeration, so when Mrs. Fisher says they will not sell until the land is in private hands again, the government had better listen. ☐



# Turbo means business.

Twice a day except weekends\* Between Toronto and Montreal  
Down to downtown: Stopping at Guelph, Dorval and  
Kingston, where there's free parking.

**Turbo:** Fast, comfortable, reliable.  
With Turboclub™ 32oz. dish. Where we sit, you drink a  
full-course meal, treat you with style. On Turbocoach — the  
high-speed alternative for cost-conscious business travelers.  
Turbo: Just one example of CN's unmatched service in the areas  
where business people travel most.

**Turbo and VIA:** VIA's passenger train travel apart.  
Symbolizes its future. Its importance for Canadians. And for CN.  
Departs Toronto at 09:00 and 17:50,  
Montreal at 08:00 and 18:00.

**Turboclub one-way Red Bargain fare only \$31.25**  
(including meal service), \$17.25 Turbocoach.  
Call your Travel Agent or CN Passenger Sales Office.  
\*not on Saturday and Sunday

We're going all out to get you where you're going. **VIA CN**

# Roloff and the King of Iran

Can a poor boy from Medicine Hat find happiness in the court of the last great despot-king? Sure, if he plays his cards right

At the head of the parade throng a little red flag flies. It is a gentle rain, a cold steady April drizzle which chills the blood and freezes to the marrow, but it is not a natural rain either. The rain is an outrage, a blasphemy of the skies that has been sent down on His Imperial Majesty, Mohammed Reza Pahlavi, King of Kings, Light of the Aryans, Shah of Iran and not incidentally, on his people. Like a soft steady rain, it falls on the freshly laid red and turquoise broadloom carpeting the entire half-mile approach to the towering white marble mausoleum that is the tomb of his father, Reza Shah the Great. It falls down over the acres of tulips planted for the occasion, drenches the miles of gold rope thousands of bronze windmills and the strands of wind-rippled curtains in only a few seconds, by an army of white-clad policemen it drizzles down upon the heads of the multitudes assembled by imperial command to line the carpeted roads along the radiant carpeted avenue. Confines freeze under shivering rain. Men hold gloves with undernourished hands which began to carry the same untouchable acres of damp-fair. Somewhere in the stands Canadian Ambassador James George, an urbane elegant outdoorsman is sitting in white rain boots during his topic-breathless in a desperate attempt to keep his crutch-key system from freezing.

It is not until 11 a.m. that these crowds have become for hours, made up, beguiled and flitted out in their finery while the rest of the city and Cumberland—down unknown as it were vault and pavement land broadens beside the river to the line of Farm-designed woods, Kurashiki tobacco in its warm smoke, narrow-gauge general in well-to-do models and gold bread, the crowd an assembly of its phlegm, demagogues and trawlers of its representation, floats every walk of life and every corner of the country. There are 12,000 of them still, bound between the early hours of dawn under armed guard and the corn of its unity usually reserved for border periods, each more carefully asked off a bit and stretched with a set of ten clamped on

tanks, now shepherded into the stands where their slightest movement is picked up by a battery of closed-circuit TV cameras, and the rifles of soldiers posted on surrounding rooftops. They huddle under coverings, working wafers—wafers



By Marci McDonald

for the Shah who must not be kept waiting. Any moment now he may descend from the heavens in his imperial jet-powered helicopter, come to collect their homage on this first day of Now Ruz, the Persian new year, at this little celebration he has thrown in honor of the 50th anniversary of his own Pahlavi dynasty.

[illegible]

Now, 12,000 of them lift their anxious eyes to the sky where a jungle-camouflage helicopter is whirling into view. It hovers, dips lower, lower, then sets down on the

The Greek jobs are left and Berg, and join the opposite page: contrasting studies of modern Iran: vaulted into the 20th century by all, and all that all can buy



freely had landing pass. The man who is daggered from its islets, however, is not the Shah of Iran but a soft-faced 50-year-old in a brown-hyacinth black velvet suit with the Order of Canada pinned at his chest. Roloff Beyer, a Swiss photographer owner of lavish coffee-table books and current darling of the Persian court, steps gingerly onto the terrace with a brace of cameras slung over his shoulder. Fresh from the triumph of his recent best-selling volume on traditional Iran called *Persia Bridge Of Turquoise* under the express patronage and financing of the Empire, he has just been commissioned to do a second volume—chosen by imperial order—devoted to be the eyes of the world on an imaginary Iran. There have been what perhaps that once other than the Shah him-

self will write the text, but for now Roloff Beyer is keeping his little secret. Indeed, at this very moment he has come straight from photographing the imperial family in their imperial drawing room, whisked here in a helicopter personally arranged for by the Empire to avoid the imperial arrival.

For what good is grandeur without the lens to record it? What was a pomp and circumstance and progress without the ultimate eye to capture and preserve it in time? Roloff Beyer has his part to play in this drama, which is unfolding, the smooth-arc eyebrow wisely as he clambers inside the car making his way to this privileged mansion. After all, if this imperialism has been somewhat hectic, it has also been somewhat lucky for a man who is frequently forced to make it moments

justured that a call is considered out of the quastan, and the same frequently applies before most as well. For two weeks, shortly the Canadian embassy was without phone service altogether after the Iranian government added four new lines, although a Canadian technician flown in from Pakistan quickly rectified the problem by discovering that every one of the terminals had been crunched backwards. Still, Roloff Beyer continues to deal.

Persistence has never been one of his weak points ever since he started his photography career as a young Canadian art student in Spain who found himself suddenly, without of his sketchbook but left with 12 rolls of nearly exposed film. Now, 10 of the glossiest, most glitteringly produced picture books have he is one of the world's most celebrated photographers, with international honours, a sumptuous five-floor penthouse in Rome overlooking the Tiber and friends who turn a name drop per given with envy. Gore Vidal whom he talked into writing the epilogue for his book *To Everything There Is A Season*, after the Canadian government had turned him down, and now the Empress Farah Diba Pahlavi with whom he struck up an acquaintance in 1963 when he was sent to photograph her for *Chautauque*. She has granted him carte blanche and a brand new contract putting cars, boats, planes, helicopters and dockers at his disposal, but still it has not always been easy. In Iran, where such arrangements in its intimate market, a view delicate detail of palace security considerations and official respectability, Roloff Beyer has frequently spent hours like this in his hotel room, his water finger imprisoned in the telephone dial. "People in Canada only see me in crackle and poses or in my little velvet suit on television," he sighs. "They have no idea what I go through."

Nevertheless, this is a kind of splendour of all of Roloff Beyer's sudden fortunes, and it is clear he glories in each moment of it. "To be working with an Emperor," he says, "it's all the dreams I've ever had. It's there—and I can't imagine more fabulous scenes. To be respected and made to feel at home—so be chosen, I must." It is all the more remarkable to be chosen to immortalize what is not only the Shah's 25-year plan for his country but also his own imperial vision for it, his dream of least to once more the Great Conquest of Cyprus and Derias—the fifth-largest world power within another 15 years.

Beyond the hotel window, signs of the struggle to achieve it are everywhere. Beyond the magnificent snow-capped peaks of the Elburz Mountains to the north, Tehran braces up a city in transition, skyscrapers pushing up out of the dust gas-fueled with neon and Coca-Cola billboards construction jags gouged out by every available, a crane on every horizon, and over it all, omnipresent, omnipotent,

## El espíritu de México. Olmeque Tequila.



For intriguing recipes, write to "Olmeque Tequila," Dept. MCO, P.O. Box 538, Station A, Montreal, Quebec H3C 2S6. Distributed in Canada by Thomas Adams Distillers Ltd.



Tehran marketplace (above left), ancient apadana (above), and an art exhibit dominated by portraits of the Shah (left)

of great crisis or even moments of great splendor. "Oh dear, I'm just a poor boy from Mediaset, Ha."

In the turquoise corridors of the Tehran International, Roloff Beyer is on the phone. It is five days before the Shah's 50th anniversary party and he is trying to make arrangements with the Imperial Court, never an easy proposition, but rendered virtually impossible by the expatriate workings of the Iranian telephone system. Beyond noon, the lines are so hopelessly





# Bolshoi The Vintage Vodka.

Bolshoi. The smoothest vodka you can buy. Because part of our exclusive process is allowing it to mellow for 2 full years. Bolshoi is so smooth, so mellow, it makes the perfect vodka martini. And what better test of vodka is there?

Mellowed two full years for incomparable smoothness

Distributed and quality guaranteed by Seagrams.

the weaving sense of a single man. Do you see it from the report, a via for most pens the immense swelling oceans of the Atlantic arches of the Shubert monument, to cross the city one takes the Shubert of Shubert's experience. From every shop, house, branch, branch, seller, heart and even from the dashboard of taxis the imperial portrait stares down, a stern reminder of just who has turned Tel Aviv into this most exclusive of Israel and filled its heart with a vast, not unappreciated, exclusive, changing, at the same time. Only the week before, a 15-man delegation from Quebec had arrived, seeking possible school houses, women's and lumbering, know-how, and others will follow, come covering the Israeli, periodical. But more than one among them will later speculate that while the Shubert is pulling them up by the bootstraps and pulling them up to the 20th century, the good people of this country may not yet be as good as the others.

The workings and technology of women's clothes are all there, but somehow, the old-fashioned and, like the modern telephone, nothing ever seems to function as planned. By the side of the street, the highways, Tel Aviv's positive open space system still flows on, occasionally interrupted and cars wait by in such a frenzy that it seems becomes clear why it is so. It is considered not to drive. A very acute city of a hand-to-hand experience, with no lines or apparent rules, which is partly explained by the recent discovery that only one out of four drivers in Tel Aviv actually has a license. In this city of three million there are an estimated 900,000 registered vehicles, and 300 more, pouring in daily, causing such environmental traffic jams that during one rush hour Bolshoi's car will take two hours to reach some five miles. The resulting air pollution is said to be worse than New York City's, or something like it, reaching two parts a day.

The feel of money in the air is palpable. From the Mercedes limousine the traffic maps to the Mercedes, such as the one back by a former truck driver who has become Israel's king of Pepsi-Cola, a \$15-million exact replica of the Ford Taurus at Versailles. David's red Mercedes woman barely down the street, parking beneath their long black shadows the latest Paris fashions and giraffe shoes. Shops spill over with automatic windows and outlandish apparels of men of Louis XV style, but there are sudden serious shortages of such things as women because their ports were totally unprepared for its spreading speed. Bolshoi's Abba on the Persian Gulf is clogged with a two-month backlog of ships waiting to unload, some with bananas already gone rotten in their holds. Thus, Iran has been gripped by massive inflation—the price of an ordinary Peugeot now \$15,000, the cost for an automobile three-beds house \$20,000 a month.

Along this way, even the oil houses has somehow been managed. In the new Bath of pink production, the Shubert was ad-



## ARIENS COMPACT TRACTORS:

Lawn and Garden  
tractors with big  
equipment features

Ariens Compact Lawn and Garden Tractors are available in 10 or 14 HP gear drive and 13, 14 and 15 hydrostatic models. A full range of Ariens attachments are available such as a rotary mower deck, snow blower, rotary tiller, and snow blower. Depending on model and horsepower, Ariens Tractors will also accept a variety of attachments from manufacturers of tractor and equipment such as a tractor cab, rotary brush, front and back loader, lawn vacuum, electric lawnmower, station jack in law.

In addition, Ariens has two Lawn Tractors — an 8 HP Gear Drive and an 8 HP Hydrostatic Drive model.

Your nearby Ariens dealer will be pleased to give you all the facts. Check the Yellow Pages or write the Ariens Company.

**Ariens**  
Ariens Company Inc.  
2021 Ashland Drive  
Burlington, Ontario

Please send your full-color Tractor Brochure.

Name

Address

City

Post Code

**NEW**



For easier mowing, weeding, setting in  
bed or chair adjustable

**LAP DESK**



A unique, scientifically designed desk that also, raises and stays at any angle — easily and automatically. Fits comfortably between the arms of an easy chair to make a handy on the lap desk for meals, dust or the elderly, and makes a sure, safe way for invalid in bed use. Will extend to full height at 17" for use as a portable lectern, yet folds flat for easy storing and carrying. Handicapped styled with widest top and satin gold finished legs. 20" x 31" surface. **Only \$19.95**

Four Models Available: **1440 MAXI 14.5**  
481 University Blvd., Toronto, Ont. M7E 1S7

Please send me: ☐ Lap Desk(s) **\$49.95**  
at \$19.95 each. **\$49.95**  
2 services or less. **Free ship. (add \$10.00)**

1. Enclose payment add 7% sales tax.

NAME

ADDRESS  APT.

CITY  PROV.

CODE

Offer good only in Canada.



leave that his path to westwardness is the road to ruin. The very day of this mad race, the Shah has provided 1,000 years to the Iranian calendar with one imperial government—has decreed that this would happen in year 3,335, as based on the coronation of Cyrus the Great of Persia and no longer the year 1,335 according to the Muslim calendar. It is an obvious day at Nam, and already the crowds are being heard privately, the noise of dissent gathering on the horizon.

As Rolf's story is escorted off behind the palace walls, I am told elsewhere behind other less lively walls where a wealthy elite whose banquet has just been main-

tened under the obligatory posture of the Shah on his bookcase and tells me he is only waiting now for the right moment to leave the country forever. "I do not care to live in a despotic system," he declares. "This whole country is for one man. You turn on the news and out of 32 minutes 23 are devoted to one man. You go out in the streets and everywhere you see the police of one man. That has his life is worse than Hitler." Later friends tell me to dissent with a discretion. It is too open. Although they find the same way about the Shah, they say that they would never tell such things to a person stranger. This man they say sounds like a plant for poison.

In the sky above the 50th anniversary celebration of the Pahlavi dynasty, a helicopter brings suspended in flames makes a slow circuit over the crowd of 12,000 assembled under concrete canopies of police guards, then slowly begins to descend. The time has come for Mohammad Reza Pahlavi, Shah of Shirts and Light of the Aryans, to come down to his people. These days, he is much more noticeable except by helicopter. For security reasons, the whirling blades overhead a constant Kalkinque reminder of his passage. Whether he walks a red carpet or is escorted behind his feet. As he emerges now his dark blue uniform embellished with gold braid and medals but in a handsome, unadorned suit commanding presence, but also a surprisingly small man who, it is said, wears life in his shoes. The Emperor, who in later weeks several steps behind him with the Crown Prince, and together they climb to the main gilded blue imperial balcony drawn by six independent fluted Arabians that will take them up the long broadloomed staircase to the steps of his father's tomb. The crowds rise to their feet and begin a rhythmic applause.

But there is something infinitely and shoddily precious reaching forward with an enforced grandeur and gaiety. Something placid about the tension that is thick as the sandblasts in the air. There is a sense not of the wonder of this ceremony but of a tragedy. In almost 200 years, no king of Persia has died except in the hand of an assassin or in exile, and this death bears vivid witness to that history. Indeed, it is said that the mythologies that began the Shah's ascendancy did not come until he was crowned as king by the Empire, his third wife, after he had divorced his first. Farouk's daughter Fawzia of Egypt who has him only a daughter, and later his beloved children-Soraya. Without a son, his dynasty, and thus his political position, could not be secured, and even now it is not safe until he has the Crown Prince Reza Cyrus, crown of age.

The Shah makes a ceremonial speech now from the tomb wall, but suddenly, as he drops on the Crown Prince's knees and staggers beside him, the women arch to the side and appear in front. Customs are ordered to halt, but as they pass up and down he bowed to his wife, but the Shah does not take his eyes from her. When the Crown Prince finally stands back to the ceremony, his return is not welcomed just as his absence was greeted. Across the hall, the mass raised into the fortresses will be some the worst for the TV cameras have turned away from this acknowledging them of weakness, just as they know the Shah would have wished them to. In the six days Rolf's story is made on the photograph. There are ancient laws in the land where there is an ancient proverb that all things come from the Shah.

And later when he is chatting with friends about this plot, Rolf's story will only say "Was it a plot?"

# The World

## Reagan romps, Ford falters and Cl' Jimmy just keeps rolling along



Reagan, Ford, Carter and Humphrey: Just when it looked like a Garry & Jimmy Show, the Gipper came back and won a few

Suddenly, strangely, President Gerald Ford was vulnerable and the once laughable prospect of a Jimmy Carter-Ronald Reagan Presidential race, this fall, was being taken seriously in Washington and around the world. Reagan's revival, after having been declared dead by the pundits not once but twice, was late sign of a comeback, and pushed a worried Ford further off balance. "We've got to do a better selling job," the President said in a speech after emerging from a meeting with his campaign finance team. There was little argument about that. Reagan had won four primaries in five days, and won them in smashing style. Helped by votes over Democratic nominees to vote for the most conservative candidate they could find, Reagan swept Texas, Alabama, Georgia and Indiana. Ford's own campaign had lost only Ford in contested delegates (351 to 372, with 226 uncontested), and 1,100 to be chosen. Previously, Reagan's popularity had been thought largely confined to the so-called "sun belt"—the southern and southwestern states—and Ford was able to defeat the former California governor as a "regional candidate." But all that changed with Reagan's win in midwestern Indiana. Although most of the 324 uncontested delegates were thought to favor Ford, Reagan's southern strength guaranteed that the Republican nomination would be an extended fight right up to the August convention in Kansas City.

The prospect that the Republicans would leave Kansas City divided lent further credence to Carter's drive for the "White House." The Democrats, most of whom endorsed Carter's primary victories, were made less untouchable, were beginning to fall in line behind him. Once more Presidential candidate Senator Bush of Indiana renounced his endorsement of

Carter, Senator Henry "Scoop" Jackson of Oregon dropped out of the race, and finally vice-president Hubert H. Humphrey, who had been a vocal, energetic challenger, he was no longer available. That left only Congressman Morris Udall in the field against the Georgian, who is so confident of winning the nomination on the first ballot that the Democrats convene in New York in July that he's now concentrating on post-convention strategy. His campaign was not without its problems, however. A speechwriter resigned recently, charging that Carter was saying one thing in private, quite the reverse in public (specifically, talking spending, which he publicly urged be reduced, but privately promises to step up). There was also the business of a presidential promotion, presidential Carter disavowed a plan to sell deeds to square-mile plots of potential-producing land in a five-hour book display plan designed to help the public. The promotion—nabbers of Carter in the agricultural town of Platte, Georgia—coincided that fogging land at five dollars a square inch was a gimmick, but it was also a bid to his supporters.

While Carter fretted about these relatively minor problems, Ford fretted about major ones, including what to do about his increasingly controversial Secretary of State, Dr. Henry Kissinger. Reagan has been storming away at Kissinger, denouncing him as the architect of a setback to the Soviet peace process and the supervisor of the California invasion in Afghanistan's doctrine to second-rank status. Ford was stung and under growing pressure to ask for Kissinger's resignation. There were clear signs that Ford's fondness for his Secretary of State was cooling. In January, he called Kissinger as "the greatest Secretary of State in American history." By March, Kissinger had become "one of the

greatest secretaries of state in American history." Now, he is "one of the greatest secretaries of state in modern American history."

Whatever the coming weeks may bring—the polls show Carter would defeat Ford if the election were held now, Carter vs. Reagan would be closer, but would still probably see Carter ahead—most things were already pretty clear. Gerald Ford's struggle to keep the job without Nixon's hand on his shoulder was only beginning.

WILLIAM LUTHER

### ITALY

#### The sign of the pagan

Don't St. Januarius know something? Giovanni Indico Carlucci thinks he may. For six centuries, a sample of the recognized blood of the martyr to Emperor Diocletian's sinister ritual (with pagan has a quarter once a year. Pagan's last) soaked in the Chapel of St. Januarius in the ancient cathedral of Naples to witness the sensational miracle. Disappearance of blood has been true and always preceded calamity, because plague in 1527, a cholera epidemic in 1835 and the devastation of Allied bombing in 1941—all years during which the blood remained dry. It remained dry this spring and early in May a severe earthquake devastated dozens of communities in northeastern Italy. But the real calamity may be Naples' belief St. Januarius' blood is the election of a Communist government in the land of the popes.

In currency lacking downward, its economy anything but its currency is seriously despondent and enraged, Italy is in the grip of a political crisis with constitutional implications. The country's Communist party (37 million members,

International Gold Medal  
Café Royal Liqueur  
1875

# Café Royal

LIQUEUR

100% pure coffee flavour

The very finest Bourbon from Cognac  
would have yielded them to the six stars  
Rolf's story is made on the photograph.  
There are ancient laws in the land where  
there is an ancient proverb that all things  
come from the Shah.

Clear Royal. Main liquor is coffee liqueur.



more than 10 million votes in last year's national elections) is widely expected to win at least a share of power when general elections are held June 30/2). What a freely elected Communist or Communist-dominated government in Italy would mean to the European Common Market, to the North Atlantic Alliance, to Italy's shaky democratic neighbors is a matter of great concern across the country. The United States is reported to have budgeted six million dollars to help defuse Communist candidates. Former U.S. military secretary John Connally has announced a group called the Citizens Alliance for Mediterranean Freedom which will urge Italian-Americans to pressure their relatives across the sea. The military commanders of the just NATO bid in Naples are worried sick. And the hierarchy of the Roman Catholic Church, which for three decades ruled itself with the middle-of-the-road Christian Democratic Party is appalled at the prospect of "reprogrammation" (which one cardinal admitted Communists) being voted into office.

The crisis was unleashed by the collapse of Aldo Moro's coalition government at the end of April. Moro, whose government was Italy's thirty-eight-year-old Second World War turned over power to a coalition cabinet which included an unusual election a year ahead of schedule. The 400-member Italian electorate in a early noon—sugared by constant strikes, unrelenting inflation, embroiling unemployment and wholesale allegations of scandal and corruption among the country's traditional ruling classes. The conditions appear tailor-made for the Communists led by Enrico Berlinguer, who recently promise to put Italy back on its feet and to steer an independent course (he frequent and his associates in Italy have little to do either Moscow, or Peking-style Communism) without democratic Europe.

The official Communist line is that they need not panic for the socialist withdrawal of Italy from NATO. "It would not help the process of economic and democratic senior party official Giorgio Napolitano. "It's necessary to have as a fundamental principle good the evocation of both military risks in Europe, but also good citizens, the person who is the representative of one country or of another." In the past building that houses Communist headquarters in Rome, at number four Via Della Botteghe Oscure (The Secret of the Dark Sheep), there's an atmosphere of perpetual, bustling activity. The place has been redecorated in cream and dark blue in contrast to the former socialist green. Asked about the Star Army Italian has expressed that if once the Communists get in they will never voluntarily give up power again. Napolitano says, "We recognize all the consequences of the socialist ruler including the principle of leaving the government if you are defeated at elections."



A man plainly would looking at posters proclaiming: 'The crisis of the Christian Democratic Party is paralyzing the country, the vote with the PCI' (led by Enrico Berlinguer, below) to save Italy.



However, there remains some ambiguity about the Italian Communist's ultimate objectives. They say they want to establish with the Catholics a broad-based coalition, which they call the "historic compromise." But the Christian Democrats have persistently refused to consider such an arrangement. The most likely way in which the Communists would enter government, if they obtain sufficient popular support, is as coalition with the Socialist party. In the past, the Communists and socialists have refused to band together, but this year it appears they will.

The leading Italian newspapers, *Corriere Della Sera*, put the larger problem succinctly. "The Europeanism is a political demand that is quite different from the old type of Communism. The problem is to establish what point of the evolutionary process we have reached. The Italian Communist Party is clear in its short-term be-

liever, but vague in its long-term plans." One of the party's strengths is the attraction it has been able to exert over a very wide spectrum of the population. Prominent film actors, directors, artists, writers and architects have publicly declared their support. The Communists have paid particular attention to women's organizations and women voters in general. The party is also expected to reap the votes of a high percentage of young people, many of whom can't find work. They are bound to be attracted by what Berlinguer has called "Communism with a human face."

An election process began appearing on walls and billboards. Moro's caretaker cabinet continued to wrangle with economic problems. It slipped half cuts on foreign exchange dealings and severely restricted imports in an almost desperate attempt to apply a temporary to the Italian economy (its down from 600 to the U.S. dollar in 1972 to less than three months) and to put the brakes on inflation, rising at an annual rate of 30%. Half billions of lire (comparable to five cents of Italy) in briefcases, suitcases and over shoulder trunks—on the way to banks in Switzerland.

Beyond the economic crisis lies one equally serious—widespread and growing disillusionment with the country's institutions and traditional leadership. Anti-establishment is rampant. Even Pope Paul has been accused (an Italian magazine published an article suggesting the pope had "a homosexual"). The Italian press is a sorry shape according to NATO assessments. Big business is viewed with wide skepticism, particularly since the Lockheed payoff scandal has come to the front pages. No wonder Cardinal Ugo Di Nardo's aim was to exhort the faithful to pray for the liquidation of St. Januario blood. But in this disenchanted Italian spring, the age of mass unrest just

DAVID WILLEY

## People

When laissez-faire capitalism, as represented by the right-wing Crismon Constitution, set out to emphasize government by promoting awards to civil activists who blew the whistle on government waste, it certainly forgot that it lived in a glass house. The Mas, co-named for the former auditor general of Canada, Maxwell Henderson, has been awarded by the Pink Mrs. devoted by New Democrat Mr. Miss Bettman. The Pink Mrs. actually a model airplane goes to people who reveal examples of blatant waste and extravagance in the private corporate sector, which, Schmidt says, "can make big government any time" in these days. The first winner (who refused to accept the prize on the grounds that it would only help the story in Robert Gold, an election in the Mas Milan Board plant in Powell River, B.C. Gold, a 28-year veteran at Mas-Bro-



Bettman reward for job well done

and a shareholder besides—told the firm's annual meeting in Vancouver that perhaps one of the reasons it was in the red last year was the economic slump at its plant prior to the yearly 10% increase. He estimated the cleanup cost between \$10,000 and \$40,000 and "thanked me very much. I said yes of the party we need."

Despite the recent announcement of Ronald Reagan, Texas Governor and Idaho the latest Washington pursuing game involves not whether or not Gerald Ford will be the Presidential candidate, but whom he will

choose as running mate. Will it be Watergate hero Elton Richardson? Or black Senator Ed Brooke to offset Jimmy Carter's black support? What about Reagan himself? This most recent speculation is that Ford, who surprised everyone with Nelson Rockefeller, will surprise everyone again by naming a woman: Housing and Urban Development Secretary Carollo Mills.

As the arguments for and against the representation of the Canadian take on a national scale, it's ironic that one of the most successful indigenous television programs may owe its success to the general belief that it's American. Whenever Al Waxman goes over in Toronto where people should know that King of Kensington is set in that city's own Kensington, he's welcomed in Canada, and congratulated on his role in the sitcom—



Just over 10 years ago a bearded Liberal justice minister, Lucien Carlin, blamed us for as some believe, recklessly dropped the name "Mooseman" in the House. Minister began to change, and the Minister after after became one of the great comedians of Canadian political history. The major comedy was Pierre Swaggy, who had been assistant minister of defense in the Diefenbaker cabinet in 1959-60 and who had in office with play-acting and alleged (but never proved) "an epidemic agent" during his period in the view here. An inquiry, while leading Swaggy had breached security and espionage, no charges found his conduct "startling," "destroyed politically," Swaggy disappeared, smiling, merry and brightly. But recently he gave an interview to the Montreal Gazette in which he admitted: "The taste of politics is still there. I am permanent. Not so much the power, al-

though it's important for a man to be important, but the process itself. I think I'd make a better minister today, knowing



Waxman: many a goodman, and all that

when I know." Swaggy, now 58, also said of those who exploited his "indifference" with Waxman: "At first I was offended with hatred, and out to destroy everyone who did this to me. Then I gave up."

Canadian will be gratified to know that, while not, plays any club sport, but not and otherwise remain inside, they do not use drugs of any sort and there's not a gay bar among them. "We're remarkably free of stress and neurosis," thank God. **Peter Toop**, the severely disabled of the stage, told the Toronto Globe and Mail his assistant in the 1970's Big Brother operation. Al Waxman, added that just because there might be gays in pre-frontal as revealed in a Washington Star-Newsweek interview—didn't mean they're in backyards. There have been no incidents he said, and "the proof of the pudding is in the eating."



# Baseball

## Labatt's 1, Carling no score

What a great day for a ball game. Hot and sticky and the sun backed up to Manhattan. Everybody's out selling. The Portageau has great vendors peddling over-the-hill rights, useless boxing tickets and "generic" auto-graphed baseballs. The yellow cabs are bopping, the lampposts peering and the elevated train rhythmically clapping fun and games. It's the Yankee opener and the Yankees' front row is back in the bleachers again. Back back in Yankee Stadium, the Home That Ruth Built, after two years of exile in Queens sharing Shea Stadium with the Mets. The New York Times is over-pleasing about the cost to a bankruptcy act of acquiring that lease (from \$24 million to \$300 million in five years) but the Yankees were threatened to leave—usually away—New York if the stadium wasn't fixed. That's like Washington without the monument. Now, as when the Feds built the stadium in a game, glancing white boys filled to the brim with 54,000 people making under the sun like malodorous peppermints. Mayors, governors, senators, millionaires, racing dogs and galloping deer. And down below, the Yankees' grown-up boys and little boys and little boys are preparing to witness the Minnesota Twins, jangling their machete-dollar chains, their two-piece hair dresses, the owner's eucalyptus mustache and the pride of New York City. And just think: in 1977 all this money paid to be transported to the Canadian National Exhibition Stadium in Toronto. Thanks to you. Thanks to Labatt, which just won an American League expansion franchise. Thanks even to Carling, which fought them every inch of the way.

They're lining up for beer inside the stadium, and no doubt more on the streets in telling the jokes at home's first beer in a beer bottle. In a box on the first base line, a 57-year-old businessman, Jerold Hoffberger, has a baseball bat and sells beer. He knows better than anyone else why two of Canada's best big breweries were locked for two years in a head-to-



head battle to bring a team to Toronto, why they fought in boardrooms and hotel rooms, mostly in private, and Labatt's finally won. And the fact of Carling National Breweries Inc. (the U.S. subsidiary of Carling O'Keefe Limited) and whose family has been part-owner of the Baltimore Orioles for more than 30 years. Hoffberger knows what the game is really about, selling. And he knows who the target is: the millions of White Males who hang out on the stands or in front of a television set. "See those 54,000 people over there?" he asks with a sweep, adding, "usually. 'Maybe two at a time are not here.'"

Baseball fans—Saturday afternoon heroes who play with the neighborhood kids and sit down at standing loiter on the mound, who can sell you who won every pennant every World Series. Making sense, the game of business, will tell you that baseball fans are the kind of people who don't like surprises. They never saw their own with the gut tank less than half full. They like security. But most important, in Labatt's and Carling, they like beer. Hoffberger understands that. He knows that there's no such left to extricate the average guy with a couple of lads. And their arm's many places left far beer companies (their men have been arrested by race riots and passion, their advertising evicted plucked by the government) to push their product. So there's baseball, the cheapest sport (average cost at the American League \$3.25), the last slice of apple pie for a country gorging on politics and poverty jiggled with the glare of baseball

che. "The game is a ballgame," says Hoffberger, capturing the graceful slide of a player in his sneakers. The game is also a business.

The brewers were part of baseball right from the start, along with men who had made their fortunes in real estate, bond-carrying, lumber shipbuilding and automobiles. From Chris Van Der Aal of the St. Louis Browns (1861-1897), Jacob Ruppert of the Yankees (1913-1939), until the present owner of the St. Louis Cardinals, August A. Busch Jr., father of what happened in Redwiser and MacLachlan. And even if a brewer didn't own the team, he was likely the sponsor who made players heroes on radio and then on television. Brewers wanted to be associated with baseball for the privilege of selling in a special bin, the more privileged privilege (as instant issues of declining devaluation of players' contracts and the most desirable privilege of all: selling. And he was Toronto, finding not quite complete despite the highest freeloading situation in the world, the lowest, picking up the line, the largest metropolitan city in North America without an original baseball. With 27 million consumers, like tiny sponges waiting to soak up the continent of baseball and beer.

When television invaded Canada in the 1950s, it found Carling (then Canadian Breweries, owned by E. P. Taylor's Argus Corporation) holding 50% of the market, with Molson's Brewery Ltd. a secure third and the small southwestern Ontario brewery, Labatt Breweries of Canada Ltd., lagging third and racing to catch up like a contraband puppy. Molson's is still second with 34% (Labatt's figure), but the other two have exchanged places. Labatt's 34% and Carling's 26%. Carling's "toppling" claimant is the brewery's president William Thompson. He is, in his words, a one big mistake. Carling led for one of the conventional wisdoms of that time, that television and sports would not mix and that the new medium would be entirely devoted to pensions, show-ups and children. Labatt's was more judicious. In 1960, a



Thompson and MacDougall, Hoffberger and Thompson, series partnerships seem to be made in heaven, otherwise in hell.

snapped up advertising rights for the Canadian Football League, taking a big gamble as it did so because it was in largest marketing investment up to that time—about three million dollars. Molson followed suit in 1963, becoming the national sponsor for Hockey Night in Canada. It was a television program among all Canadians (Molson's claim was that when Labatt's tried to buy a suit, franchise in Vancouver in 1968 it was turned down. At the time the Molson family owned the Montreal Canadiens and the Forum). The brewers didn't stop at the big league, either. Labatt's blossomed into pro boxing, car racing, golf, tennis and soccer, while Molson's joined mostly in soccer and motorcycle racing, motorcycle racing, car racing, powerboat racing and fishing. Carling (thought by Rothman of Paul Mull Canada Limited in 1976), "disgracefully struggling to catch up" in Thompson's words, started the O'Keefe Sports Foundation, paying millions into providing coaches for amateur athletes. The company didn't get a break until 1969 when Montreal, leading the five major league baseball franchises in Canada, came up with the Expos. Carling was the sole television sponsor the first year when there was no home market, about 50 major league baseball would go over to Canada. It was a gamble that paid off. The share of the market in Quebec (which had plunged in the 1960s when a doctor had linked heart disease to beer) shot up 65% even though it was losing ground everywhere else. Carling had made the most of the Expos. In the Daytona Beach, Florida, spring training camp, Carling sent out a visit to a fan and a brochure. Players are paid to travel with Carling, to display the chance of a good an impromptu moon and an even lunchbox. A billboard next to the airport, where Jerry Park tells you what to drink when you get out of the bus for a cool one.

It was only natural, then, that Carling expected to have the inside track on any future baseball expansion in Canada. It was, in fact, Carling's first move that way.



MacDougall: what's a fan without a drink?

A case of thousands accompanied Labatt's and Carling as they struggled to bring a franchise to Toronto—dancing corporate partners to the sound of the shuffling of pennants, making the show to Phoenix, Tampa, Los Angeles, New Orleans or anywhere where the sacred chariot of baseball, the owners, got a sudden visit of the "owners." There was Metro Toronto Chairman Paul Godfrey, who put together the \$15 million to transform the CNE stadium into a baseball park. There was John Alderson of the Red Sox, the fast-talking, fast-

selling promoter from Boston who came to Toronto in 1973, started up a team at the sport and later teamed up with Sydney Cooper, a leased group and president of Pan Engineering Corporation Ltd. They started the Toronto Baseball Company Ltd. in which Carling quickly, quietly and confidently offered support. But by early 1974 Labatt's was on the scene to lead this possible marketing problem, you see. The company was a secure market in the province of Ontario, but for some reason sales in Toronto always lagged about five percentage points behind. So it needed a "new promotional vehicle." Labatt's 38-year-old president, Doug MacDougall, who had never even seen a World Series, went off in search of a unhappy American team offering money and sports-club credits. The World Series in Los Angeles in 1974 was Labatt's "coming out" party. The race for baseball officially was on.

If they had all run in the same direction, the race might have been run in follow, but every body wanted to be running alone. When Hoffberger was looking to sell the brewery and the Orioles, Labatt's counted the team for three or four weeks of the Orioles playing at CNE Stadium. Carling football that little season by negotiating to buy the brewery (the deal was completed in October 1975). Now, while the team is still the property of the Orioles family, supply boosted with Carling, Molson's promotional dollars, it is a (he sold without corporate approval) an effective bid to Labatt's to anybody else that must enter "We have a large share of the market in that area," explains Thompson. "If he [Hoffberger] sold the Orioles—be known as Mr. Baseball, then it would be a sensible reflection on him." And, to clarify the relationship further, he says: "The team is in our family."

In March 1975, Cooper and a fellow

baseball director, Harold McLean, was charged with defunding the government in connection with the Hawaiian kidnapping scandal and dropped out of the running. Baseball is a perennial sport and, though it isn't written in any rule book, anybody with criminal problems is not welcome in the club. (One exception is Yankee owner George Steinbrenner, who two years ago was fined \$250,000 for making an illegal contribution to former President Richard Nixon's election campaign, but then he was already a member.) Alston, who had already split from Cooper, formed a new company, with Lorne Lauder (head of various difficulties, including Hiram Walker & Sons Ltd. and a director of Maple Leaf Gardens) as the new chief. Carling took only and silently fell in behind the new group. (McLean's flirted with both the Dagard and Cooper groups, going so far as to single a "meet" in Dagard, but it all came to naught.) Dagard spent \$105,000 of the Gardens' money trying to get a team, but unfortunately for his chances the figure of Harold Ballard, president of the Toronto Maple Leafs (imported in 1957 for misapprehending \$305,000 in Gardens' funds, landed too inequiduously in the shadows.

By the fall of 1975, negotiations to bring the beleaguered and broke San Francisco Giants to Toronto were in full swing. Dagard and Carling followed hard on the heels of Labatt's. Carling was in as much bad position because of the corporate link with Baltimore. Carling could not buy any equity in a new team and had to keep a low profile in the negotiations. The Carling group was so nervous they traveled anonymously to baseball meetings, hiding in their hotel suites, waiting for Dagard to come up with the latest. "They were afraid," explains Dagard, clomping on a night. "They could see the headlines—between-battle for franchise." Labatt's, on the other hand, could afford to capture all the public attention. McDougall spent repeatedly to buy big lines. "You only get back the consultancy what you put into it." Boosted considerably by a partnership with Montreal financier Howard Webster and the Canadian Imperial Bank of Commerce, Labatt's proudly announced the purchase of the Giants at January, 1976. Dagard was beaten. Carling was beaten. A bit of relief went up Toronto's way, but it was all premature. George Steinbrenner, a Jewish San Francisco man who in effect only a few days kept the Giants from coming to Toronto. He found local money—despite the bad fan record and the too-good competition from the Athletics across the bay in Oakland—and Toronto was blessed once again.

The use of the Giants threw Labatt's into a slump. Had the company gone too far out on the limb in spending more than \$250,000 trying to get a team? But there was little time for second thoughts and cautious musing. The American League let it be known it wanted to expand and both



franchise were soon heading again. A second figure in the league, and one of its most outspoken owners, Hoffberger didn't wait long to act. He informal Carling and put together a last-minute but tight group of Toronto businessmen headed by an old buddy from Jewish philanthropy, Phil Greenberg, the chairman of the board of Atlantic Packaging Company. (The group also included David Gussis of Sutton Place and Bristol Place hotels, Fred McCormick and James Kay.) Hoped immediately by a promise of advertising money from Carling and technical information from Hoffberger, the group worked for two weeks preparing a case. But by first June Labatt's had been sitting long, stable too long, and the league voted 11-1 in its favor. Hoffberger kept the only opposition. "I thought they'd get more votes," he says of the result. Had "it was just about the best interest of my company for Labatt's to get the franchise."

Throughout the whole corporate dance, the figure of Howard Webster, early de-

The Toronto Maple Leafs of 1990, when a minor league team was good enough for Roy Tomlinson, and renamed CNE Stadium 50 years later, with the Leafs and the Jays as a big-league team on the way

scribed by businessmen to the Howard Hughes of Canada, hovered mysteriously in the background. He popped from group to group, treasury to treasury until he finally found the winner. Before writing in all that Webster (Despaul Trust, ex Public Canada) was interested in. Actually in 1971, he had investigated the possibility of bringing the San Diego Padres to Toronto. He had been a silent partner with his nephew, Lorne Webster, in a deal which was never consummated, in fact a share of the Expos. When the Cooper-Carling group surfaced, he promised support, briefly toyed with the Dagard group and finally teamed up with Labatt's, taking their main bank. The Greenberg, with him (70% equity distribution, Labatt's 45%, Webster's 25% and the Commerce 15%). Maybe it was the attraction of the mad speculation—\$5,250,000 of the seven-million-dollar franchise price is to be considered player contracts and disposable at will. At will, half of the remainder can be deposited at 20% per year on a diminishing balance bond. Maybe, as McDougall suggests, "It was kind of being considered an outside even though he never so much as Toronto." Though Webster never attended baseball meetings he was represented instead by Gerry Snyder, the man who, acting for Mayor Joan Despres, had brought the Expos to Montreal. His presence was felt everywhere. Says Paul Gifford, "We never saw him, but the baseball people always talked highly of him. Right from the



Support (Labatt in left) used the weapon of beer to buy the Yankees, and to buy Babe Ruth for them. Various Stadium (right) was as much the House That Beer Built as the House That Ruth Built. The Carling hotel of the Expo building camp (below) proves that beer and baseball ARE kids



45% and the Commerce 15%). Maybe it was the attraction of the mad speculation—\$5,250,000 of the seven-million-dollar franchise price is to be considered player contracts and disposable at will. At will, half of the remainder can be deposited at 20% per year on a diminishing balance bond. Maybe, as McDougall suggests, "It was kind of being considered an outside even though he never so much as Toronto." Though Webster never attended baseball meetings he was represented instead by Gerry Snyder, the man who, acting for Mayor Joan Despres, had brought the Expos to Montreal. His presence was felt everywhere. Says Paul Gifford, "We never saw him, but the baseball people always talked highly of him. Right from the



beginning, the owners wanted Webster involved." Webster promised a *Globe* and *Mail* reporter his low profile would be maintained and gave his own reason for buying into baseball. "I think we can make some money from it."

When Teagarden as urban South African turned Canadian, former head of Rothmans now with Carling, sign his white war slowly and peddles his loss with subtle blue eyes that seem purposely and "It was like fighting with your hands out behind your back," he says. They could have gone all the way except for the Hoffberger connection. But Labatt's purchase was different from Labatt's in American company was losing money, and own-

ing a brewery in Baltimore was more important than buying teams in Toronto. "If it hadn't been for that, there would have been some fight for baseball between the brewers in Toronto," he proclaims. "It would have been a war to the death—me and McDougall. That doesn't mean that my fingers didn't itch, that I didn't chew my nails at times." And anyway the battle is not over. All three brewers are bidding on the TV rights for Alan Eagleson's World Hockey Tournament this fall. Time, Macdonald's newspaperly pail the Olympics in Montreal (they're not telling it what price) and is supporting the Olympics for the hockey team in Toronto later in the summer. But Carling spent three million dollars providing coaches for several athletes for the games. And besides, there were other reasons for Carling's shift (which Teagarden promises will be reversed next year), there was other reason for Labatt's vacuum over the years that can be traced to sports in the right time. The Toronto franchise was a big loss. "I would have any deep sleep, I just mean you have to be able to make more professional in fighting a war with lower gain. The two big parts belong to the other."

Across town, overlooking Toronto harbor, Don McDougall is opening a champagne, sitting back in dimpled velvet comfort and rewarding himself, apparently enough, with a "Bite." He's a man with a big shopping list right now. A name for the new team, a general manager, new professional gear. Already Labatt's offices are deluged with calls from people looking for work—for everything from radio announcements to salaries. The young Tony (from 1971, one of the what kids of Canadian business (he shot up through Labatt's ranks from summer university student to treasurer in 1965 to president in just 13 years) is uncovering a complex vacancy. The firm outside are chattering for the man who knew so little about baseball that he looked into Los Angeles two years to now thinking all the World Series were played there. But he led the traveling show from town to town, answering all the owners' persistent bewilderment "I want to meet owners and representatives," never losing sight of the fact that "the [baseball] industry becomes more conservative and also becomes more competitive." When it gets down to three, there will be one winner and two losers, so we're playing for pretty high stakes. "The Toronto franchise wasn't just another corporate decision." It had to be something pretty important—worth paying a bundle for—or else there was no point in getting involved." The boys in the boardroom are chattering too, even though some have said it isn't wise for a corporation with a bottom line that runs on a pro sports franchise, which rarely ever runs on the back of a success. But 1,280,000 fans will be cheering that team in 1977. And as for Labatt's little marketing problem in Toronto, forget it. He isn't likely to keep around for long now.

ANGELA PARRAN

# Business

The Caisse Populaire: a poor man's bank with a rich man's assets



Complex Desjardins (above) Desjardins himself (below) they look like banks, and not like banks, so how come they're not?



One morning 15 years ago Alphonse Desjardins of Lévis, Quebec, opened a tiny bank—a real one—in the living room of his white frame house. Desjardins, a journalist and former House of Commons official, had worried of seeing the parish's priests, farmers and laborers in perpetual debt to those who had been money in punishing interest rates. He believed a new kind of people's cooperative bank, of the type that sweeping Europe, would put the Lévis parish out of business.

In spite of an expanding beginning—the first deposit in Desjardins' new co-op bank of credit union was just 10 cents—there was no looking back. Today two of every three adult French-speaking Quebecers belong to one of a 251 credit union in what is called the Mouvement Desjardins. The reason is the Desjardins federation takes in 37% of all personal deposits in Quebec. It's less than all the other credit unions put together. Their assets, assets, assets, are \$5.2 billion, rose 20.4% during 1975, more than the rest of the bank assets. The Mouvement Desjardins, co-op and operates four insurance companies, a mutual fund, a holding company, an investment company and a trust company. Its first venture in real estate is the Caisse Populaire, a massive multi-town office, hotel and shopping centre in Montreal's new east side which opened last month. Exclusivity it is the biggest building in Quebec with 6.2 million square feet of space compared to 3.3 million for Place Ville Marie. As many a conventional banker has muttered under his breath, credit unions they may be, but some credit, some assets!

There are other credit unions in existence in Canada but few have one asset—their Desjardins' three million members

are, in a sense, still have some control over local administration. Hundreds turn out at local meetings and pay loans over \$500 is doubled by a members' committee. The union still returns part of its profits to members in the form of dividends. Last year in Canada alone, 20,000 union members shared a half-million dollars. But to some the Desjardins group is beginning to look more and more like what chartered bankers have said it is all along—the country's sixth largest bank. The reason have checking services, Day-Glo colors, interest rates, free coffee and, for the kids between deposits and loans is the same as bank interest rates, give or take a fraction of a percentage point. The movement has even bought 25% of La Banque Provinciale du Canada. Some members have recently complained that their participation in the management of the 10 regional divisions and the Lévis headquarters is no more than a ritual. Agendas are not shared of one and their own staff's work seems to be worth less than that of the Desjardins' executives.

The north president of the Mouvement Desjardins is what heard 61-year-old Alfred Rodière, named to the top post after a 1971 power struggle. Though the movement insists that authority runs from below, the future will seem likely to be shaped by Rodière and some of his more conservative colleagues. Another battle they'll soon have to face is the revision of the Bank Act. Canada's chartered banks have told the federal government they want more powers, credit unions and other "new banks" to assume the same duties and obligations they have abandoned. For one thing, the union aren't obliged to keep reserves in the Bank of Canada. Says an official of a Montreal-based bank, "These people are capable, aggressive and highly efficient. But for too long they've been able to have their cake and eat it too."

**Abilities had a better idea.** For two long decades following World War II, Abitibi Paper was the private domain of Doug Ambidge, a former Ottawa dollar-a-year man who ran the company with the desperate certitude of an Oliver Cromwell, even if many of his ideas dated back to the age of Magellan. Then Tom Bell, a well-bred who had served his apprenticeship within the E. F. Taylor empire and Harry Rowe's Nova Scotia chemicals empire with an ear for progress took over and things began to happen. Abitibi grew in assets, sales and profits



**Bacardi rum.**  
**More ways to wet**  
**your whistle.**

**BACARDI rum.**

Bacardi is a Rum produced by Special Authority and Under the Supervision of the Board of Directors and Company Limited, London and the Board of Directors and Company Limited, London and the Board of Directors and Company Limited, London.



How much money  
do you think  
Imperial Oil earns  
as profit?

If you answer less than ten cents  
out of every dollar it takes in...  
congratulations!

A recent national survey shows that many Canadians have some pretty wild ideas about the size of oil company profits.

Relatively few know that Imperial, for example, is earning less than 10 cents in profit out of each dollar of revenue.

Imperial sells a lot of crude oil and products, so it takes in a lot of revenue. So the total amount of money it earns in profits is large.

The bulk of the profits we earn is being reinvested in Canadian petroleum supply development.

Out of each dollar of  
Imperial's revenue in 1975

Operating costs took	76 cents
Taxes and royalties accounted for	18 cents
Earnings	6 cents

The bulk of these earnings, along with other internally generated and borrowed money, were reinvested in Canadian petroleum supply development.

In 1975, for example, Imperial reinvested \$16 million of the profits it earned in the search for and development of new petroleum resources and the provision of facilities needed to fill the growing demand for petroleum products. On top of that, the company invested another \$180 million in these activities.

Imperial has a tremendous job to do if it is to continue to lead in the development of the new petroleum supplies Canada needs.

And profits are going to play a vital role in this job.



**Imperial Oil Limited**  
Canada's leading supplier of energy



expanding into new lines and locations modernizing its methods and plants. By the autumn of 1974, sales were up well over \$500 million and new production capacity was severely required. But conservation costs had gone up faster than average prices.

The company couldn't expand the existing 35 mills and saw within its own portfolio demanding a 15% after-tax return on major investments. Then on October 31, 1974, during a conversation with Jack Harris, Abitibi's vice-president, Kover came up with an alternative: instead of building new plants, Abitibi would buy out already operating installations, not from their owners but from the shareholders who collectively controlled one of Abitibi's competitors. The Price Co. of Quebec City was picked as the target. One of Canada's five largest newspaper products, it had annual sales of \$320 million and a strong balance sheet with retained earnings of about \$100 million, \$15 million of it recently. At \$12 a share were selling at the unusually low multiple of four times their earnings.

The story of how Abitibi won control of Price during the next 21 days was sometimes dramatic, always hectic and occasionally comical maneuvering in the village of a new book, *Takeover*, by Philip Mathias being distributed later this month by Macmillan (pre-publication price \$9.95). The former *Financial Post* reporter has produced an impetuous chronicle which takes the reader deep into Canada's head-on bank and stock exchanges. It documents in fascinating manner and both the excitement of strong ties within the country's corporate world and the limits of allegiance to which they can be swayed.

At one point, Bell is negotiating for a "bridge" bank loan of more than \$100 million with Doug Gardner, the deputy chairman of the Royal Bank, who may well be the country's shrewdest banker in showing quiet in Georges when Bell telephones for a loan decision. During the discussions, Bell (who as well as being the Abitibi chairman is a director of the Royal) has hinted that he might take his business elsewhere if he's turned down. Gardner knows the risks inherent in his answer: "Look," he says, "after a long pause, 'I don't know how the hell we're going to do it. But let's try to get it done.'"

It's the kind of improbable exchange that usually describes the impact of the book, making it a read like something out of *The Money Men Go To Rio*. *Takeover* is in its bones a story in describing the mechanics of Abitibi's stock and how the bid was moved up from \$18 to \$23, the backstage role of Wood Gundy (which earned a \$750,000 fee in the process), and the effort to dissuade Arthur Pacifico, head

The Abitibi empire: Doubling Price, Reiser and Bell. The big get biggest.

of the Ontario Securities Commission who wanted the duration of the offer extended beyond its three working days. The Abitibi maneuver had taken advantage of a little-used provision of the Ontario Securities Act to circumvent the customary 11-day waiting period that accompanies most mailed take-over bids to shareholders. (Noranda had raised Fraser the preceding year using a similar technique, but leaving its bid open for only half an hour. The Alberta government had set a least of two days during its take-over of Pacific Western Airlines.)

For an overall gain of about \$125 million, Abitibi eventually passed control of Price, obtaining in return the added newspaper assets (a 50% to 55% interest in its investment). In the process, Abitibi becomes the world's largest newspaper producer, with a total capacity of 2.3 million tons a year—nearly a million tons more than its closest rival.

But to bid has been too audacious. The Toronto and Montreal stock markets altered their rules shortly afterward to prevent similar stock offers. The real value of Philip Mathias' book is that it profiles Canada's last great corporate share exchange take-over.



of the Ontario Securities Commission who wanted the duration of the offer extended beyond its three working days. The Abitibi maneuver had taken advantage of a little-used provision of the Ontario Securities Act to circumvent the customary 11-day waiting period that accompanies most mailed take-over bids to shareholders. (Noranda had raised Fraser the preceding year using a similar technique, but leaving its bid open for only half an hour. The Alberta government had set a least of two days during its take-over of Pacific Western Airlines.)

For an overall gain of about \$125 million, Abitibi eventually passed control of Price, obtaining in return the added newspaper assets (a 50% to 55% interest in its investment). In the process, Abitibi becomes the world's largest newspaper producer, with a total capacity of 2.3 million tons a year—nearly a million tons more than its closest rival.

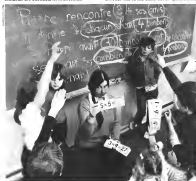
But to bid has been too audacious. The Toronto and Montreal stock markets altered their rules shortly afterward to prevent similar stock offers. The real value of Philip Mathias' book is that it profiles Canada's last great corporate share exchange take-over.

# Education

If it's French-without-tears, why isn't it French-without-opposition?

Elementary students learning French these days rarely get beyond such phrases as *bonjour* to *au revoir*. The 20 minutes of daily French taught in the nation's primary schools is most educators admit, simply not enough. The program is not only meaningless but harmful. After one year, most, the kids are turned off.

Prompted by dissatisfaction with this "core" program, four Ottawa-area school boards have spent the past three years experimenting with new ways of teaching French, including "Immersion," a program in which at least 50% of the curriculum is taught in French. Now a massive seven-part study on the teaching of French as a second language has concluded that immersion is the best method of achieving fluency in both languages. Even before the report was released last month, Ottawa parents—well aware of the benefits of bilingualism in the capital city—were rushing to enroll their youngsters in immersion. The result: more than one-third of Ottawa's public school kindergarten through fourth grade (about 2,000 children) are now taught by French-speaking teachers in immersion programs and a total of 8,177 children are enrolled in immersion.



In Ottawa, English-speaking students immersed in French: who is the difference?

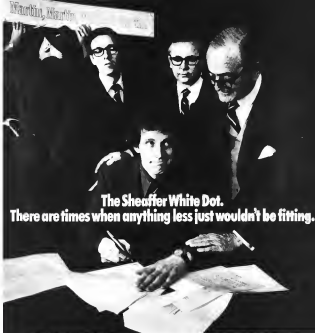
The report, sponsored by Ottawa's Ministry of Education and based on interviews with more than 40,000 students, teachers, parents and school administrators, indicates that French-immersion students are not only more proficient in French than their counterparts, but that English language skills don't lag behind. Nowhere does the report produce evidence of immersion harming five- or six-year-old beginners. Instead, it concludes "immersion programs appear to be consistent with healthy emotional and social development." Says researcher Gerald Halperin, "Immersion costs no more or less than a standard French language program." "In fact," adds Professor John Carroll of the University of North Carolina, "you're getting two languages for the price of one."

Bound to influence French-language instruction across the country (already there are 52 immersion programs operating in Canadian schools), the study was controversially released just weeks after the fifth annual report of official language commissioner Keith Spence, a strong advocate of moving second language training from the end service to the classroom. "In immersion,

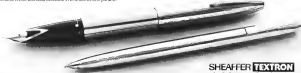
where the first official language is secure outside the school, it is one of the obvious patterns the provinces should develop and Ottawa fund more systematically," says Spence. "If we're going to tell the kids one day to speak or write in a more helpful language, we really ought to encourage them to go a little more than their first mat right now." Still, there are reservations. Attending a recent Ottawa conference on immersion, Chris Russell, deputy director of the National Foundation for Educational Research in London, England, criticized the standard "pen and paper" approach taken by the researchers. "Some of these studies were carried out as if the schools were on the moon rather than just down the road."

Despite lavish government praise (Ottawa has spent more than five million dollars in the past three years) and the report's vigorous endorsement of immersion, one local school board has opted not to extend immersion; another, the Ottawa Roman Catholic school board, has decided to phase it out, and a third, the Carleton Roman Catholic board, has decided to drop the program entirely. Both taken in three local schools show community residents solidly opposed to immersion. Their reasons range from reluctance to host children's away from neighborhood schools to just plain anti-French sentiment. One school superintendent calls it a "vocal service backlash." There's a feeling among some that French is being imposed down our throats," says Miss Eudice Glavine, secretary of the Neighbourhood Community Association (NCA) of the Beaugreen residents who voiced their opposition to the program.

Probably the strongest opponents are Ottawa's English-speaking teachers. 70% believe the current emphasis on French language teaching poses a definite threat to their jobs. Says one: "Ever present with immersion is the hold it takes upon a school, as a career forward grade by grade, capping the building in its grasp." Teachers of English kindergarten are being pushed out by hypochondriac parents who feel their children must learn French. Hypochondriac or just concerned to bilingualism, pro-immersion parents have won the support of federal men, who last month unanimously passed a motion favouring continuation of the local program. But politicians, parents and students notwithstanding, the overtable conclusion of the current debate is that a majority of the citizens of Ottawa—the backbone of bilingualism—really didn't seem to join in on immersion. JULIANNE LABRICHE



The Sheaffer 727 White-dot excellence. Heavy gold electroplate finish. Matching precision ball point, a sleek yet sophisticated. Literal message in defective White Dot Sets available in fine stores everywhere.



**SHEAFFER TETRON**  
Sheaffer Pen Division of Tetron Co. Inc. Ltd.

# Science

Remember the old saying about life being priceless? Well, forget it



*Driery and the empty lab: a dead end*



In Vancouver, a \$36 million seven-year-old research facility is the most advanced piece of scientific equipment in its kind in the country, but it has been operating at 15 capacity. The reason: engineering difficulties and a lack of money to build a shield needed to protect cancer researchers. At the University of Toronto, one noted researcher in life and has \$50,000 left in empty lab space that are not able to run past the seven years of research into the physiology of schizophrenia. In Alberta, a respected immunologist's work on cancer-linked viral infections is halted.

Across the nation basic scientific and medical research projects are slowing down as a result of cuts in government financing that have threatened many ongoing projects. At the University of Toronto, one noted researcher in life and has \$50,000 left in empty lab space that are not able to run past the seven years of research into the physiology of schizophrenia. In Alberta, a respected immunologist's work on cancer-linked viral infections is halted.

Research is a delicate or more," says Dr. Gordon Kaplan, University of Ottawa biologist. "I think they've scammed biology in this country forever." adds Dr. Louis Seneskevich of the University of Toronto. The news was not entirely bad, it was catastrophic. The Medical Research Council, the main source of funds for medical research, rejected 87% of all new applications for grants bringing new research to a virtual standstill. Only 10% of ongoing projects were cut back. Non-medical research was equally victimized. Funding was maintained at levels that amounted to slow strangulation—"the garbage instead of the garbage," in one researcher's phrase. Overall, budgets for federally funded research were frozen, because costs are increasing faster than the general inflation rate, the net effect is a 20% reduction in research.

Obviously the cause of the cuts is Ottawa's anti-inflation program. But the severely depleted government is picking on them because they lack the political muscle to fight back. So far they have relied on quiet persuasion to make their point. Long, two-hour briefs presented politely—and privately—to the relevant government departments. They are mobilizing various groups to pressure the government. A Montreal organization called *Canada's Health Research* has contacted 55 groups ranging from service clubs to the Cancer Research Society asking for support. A similar laymen's group in Ontario this month mailed every MP an empty paper bag, identified as a medical research initiative, together with a letter pointing out that while there was \$100,000 in the federal kitty to buy berberis for penicillin-resistant and penicillin-resistant, there was nothing for viral infections research.

The most target of the scientific cut is science and Technology Minister C. M. Driery. "I don't think there's anybody in the cabinet less sympathetic to the problems of science," says the University of Toronto's Dr. Philip Seeman, one leader of the researchers' movement. Assistant distinguished professor recently returned from a lengthy meeting with Driery shook his head in bewilderment. "How can you deal with someone who says, 'I don't care how sound your arguments are my job will be what to think.' He has one of the best minds of the 14th century," adds Seeman. "Sure, it's cheaper to let someone else do the research, it's cheaper not to have a country, too."

The scientists argue that other areas of government spending could be cut more profitably than the "nucleus and shell" allocated for research. Canada will spend almost as much financing research overseas—at least \$35 million this year—as the government allocates for medical research inside the country. In any event, they say research pays its own way in savings on reduced help later. Their favorite example is vaccine flu vaccines. The nation will spend about \$10 million this year to buy vaccines for about half the population—almost all of it from U.S. laboratories. But next year, says Minister's Annual Flu-pyler Institute produced the flu outbreak and asked for \$500,000 grant to begin preparing vaccines. The request was turned down.

"It's easier like that," James Dr. Bernard, a Canadian physician of the UofT's Institute of Immunology, "that make you see how shorting them are." WILLIAM DAMPIER

## The sunspot connection

Nearly 500 years ago, the German astronomer Nicolas Spörer drew attention to a strange 70-year period (1455-1515) during which the sun was almost totally without its familiar spots—the dark, 5,000-degree Celsius condensation of gases that speckle the solar surface. Later, E. W. Maunder of England's Royal Greenwich Observatory refined Spörer's work and suggested that such unusual behavior might have had some impact on earth's climate. Few took these claims seriously; astronomers assumed the so-called spots are most likely to be due to unimportant observations. Now, researchers of old records, aided by modern investigative techniques, have shown that not only was the sun without spots but the weather—in the northern hemisphere at least—was the coldest it has been in the past 1,000 years.

# "What a wise and economical investment my Maytag proved to be," writes Mrs. Effler.

*"It has been washing 2 or 3 loads a day since 1962, but repair costs have been surprisingly small."*

The marvelous service she has gotten from her Maytag Washer proves to her that quality is the best bargain, according to Mrs. Norma Effler, Winnipeg, Man.

"We bought it shortly after the birth of our first son in 1962, and it has been working hard ever since," she states. It saw all four children through diapers, and today it's as busy as ever, washing everything from jeans and sneakers to permanent-press and delicate things.

Hard as her Maytag Washer has always worked, it has seldom seen the repairman. "Five years ago we added a Maytag Dryer and this also has proved to be a good investment," she adds.

We don't say all Maytags will equal the record Mrs. Effler reports. But dependability is what we try to build into every Maytag Washer and Dryer.



Standing: Mr. Abraham Effler, adding Lisa (middle) and Brent (left). Second: Mrs. Effler, Michael, E. W. and Jack (right).





# Press

## All news is Good News, or: publish and be blessed

The wages are dreadful (one dollar a day), the working conditions ghastly (reporters sometimes spend 24 hours on the job). Yet *Edmonton Report*, a breath of life, weekly newspaper, has no trouble recruiting staff. "Who cares about money and long hours if you have a mission in life?" asks editor Ted Byfield. "We are changing the lives of Prairie journalists. We are bringing a spirit of life to the news business, without being preachy or dull."

Since it was launched in November 1972, the *Report's* circulation has boomed from a meagre 200 copies to a sustainable 17,500, prompting its publishers, the Anghus Company of the Cross, to place similar operations in Calgary, Winnipeg, Regina and Saskatoon. Thirteen on-air anchors live at Watery Place, a modern 22-unit



The Mouth of It  
A reporter at work

Byfield left with some of his staff. Go if help those who meet their deadline



apartment block bought for \$250,000, the previous owner—a believer—let them have it without a down payment. The computerized free rent, food, clothing and medical costs allow one-dollar a day for pen, paper, and means that everyone pays their daily Christian evangelists are finding their message is well received," says Byfield, a 47-year-old ex-Winnipeg *Free Press* newswriter. "Churches are empty. Through the news media we can reach the world. Our magazine explores an area which

people's interests already fill, but which we would like them to be."

With all that missionary fervor, *Report's* religious bias is surprisingly subtle. Using a *Madison Avenue* format (The Eyewitness, The Schools, The Law, are some section headings), the magazine offers one-quarter the city's only daily newspaper, the *lat* and staff, *Edmonton Journal*. A five-page spread on a helicopter who had killed six people for supposed the *Journal's* reserved treatment. And when Terry Crews, a was

directed mayor, *Report* beat the *Journal* to thousands of homes by accelerating its door-to-door delivery system. But these aggressive tactics haven't got the Southern point across. "We're a flexible to the *Journal*," admits Byfield. "It has a circulation of 185,000. We aren't winning that down. What we are doing is giving the public an alternative."

Several of *Report's* 34 journalists are seasoned veterans, some including city editor Bill Williams, 45, an American landed north by air in *Edmonton and Publisher* magazine. "I was sort of up in the air when I was losing touch with my faith," says Williams, a political reporter on the *Atlanta Journal* before moving to *Edmonton* 20 months ago. "I had a '75 Buick, an \$40,000 house, the latest clothes. Now I'm a happier man. I've got in debt on credit and the way." Byfield moved to Alberta to help guide the *Report* through its nearly disastrous debut. During its first winter, cars skidded off icy roads, stranding reporters or delaying delivery—*pass*. "I remember so few days without sleep, one editor kept only eight hours in six days. The winter paper broke too. When a reporter tried to show them out with a blowtorch, he started a fire that destroyed many personal belongings."

Despite its increasing circulation, *Report* still must publish a 90-page weekly religious catalogue to remain financially solvent. Reporters, photographers, writers and children all help out in the composing room, running a Heidelberg press, loading bundles at midnight, address mailboxes. "Ours is a truly democratic enterprise," Byfield says. "If the staff doesn't like the way someone is doing a job, they can quit them out of it. That goes for the editor's and the publisher's jobs too. So far, we've lost only one copy editor. He was drinking in the office. We've not only broken *fatigue*—in fact, our reporters have been known to gather at a certain pub on occasion—but what kind of a religious order would we be if everyone was running around half-crazy?"

THE FIRST COPY

### Mother-of-the-decade

For 12 years, Helen Allen has been the nation's housewife matriarch. Her column *Father's Child* syndicated six times a week in 22 daily newspapers in Ontario has found homes for 8,000 children—not easily adoptable, healthy, normal toddlers but those of mixed race, with severe mental and physical handicaps. But Allen's travels (85% of those appearing on her column have found homes), together with the



# JET

## Traffic Reports

during morning and afternoon rush hours  
with Dianne Pepper and Bob Rice



**590/CKEY**  
RADIO TORONTO

# New Books for Spring

## A VERY DOUBLE LIFE

*The Private World of Mackenzie King*  
C.P. Stacey

From the extraordinary diaries that Mackenzie King kept from 1893 until three days before he died in 1950, C.P. Stacey has recreated the astonishing facts of the private life of Canada's former Prime Minister. What is already known is amazing; what is added here is a shocking revelation.  
\$10.95

## BUT NOT IN CANADA

*Smug Canadian Myths Shattered by Hans Reahly*  
Walter Stewart

In this explosive book, Maclean's own Walter Stewart takes a scathing look at Canadians, exposing the truth about our men, our racism, our ruthless business practices, our imperialism abroad. The vivid—sometimes horrifying—examples will appal and scandalize the reader, and make Walter Stewart the most controversial author in Canada.  
\$10.95

## MONTREAL '76

*Olympic Viewers' Guide*  
Ron Pickering

*Photographs by Tony Duffy*

This inexpensive, action-packed guide contains:

□ PREDICTIONS OF WHO WILL WIN IN MONTREAL

□ a history of the Olympics and complete Olympic record charts

□ time-table of events with maps of sites

□ a viewers' guide to Montreal

□ 8 full-colour photographs and 70 in black and white

\$4.95 paper

## STRANGERS DEVOUR THE LAND

*The Cree hunters of the James Bay area versus Premier Bourassa and the James Bay Development Corporation*

Boyce Richardson

"Boyce Richardson... skillfully blends both sides in his documentary about the crisis of a culture. The cumulative effect of his book is like being overtaken by a glacier..."

True

\$13.95

the availability of abortion and the increasing tendency of married mothers to keep their children. But justified such a rapid decrease in the number of homeless kids that Allen recently not back her column to three times a week, commenting that "With any luck at all, maybe one day I'll get myself out of business altogether."

A bold and controversial experimenter when it began in 1964, Allen's column was the brainchild of Dr. James Baird, then deputy minister of social and family services, who was concerned about the thousands of Children's Aid Society wards without homes. He donated the program with Andre MacPhail, managing editor of the now defunct Toronto Telegram, and reporter Allen, then covering everything from sub-ways to road to royal court. Recognizing that an unconventional media approach was needed they decided—for the first time in North America—to use pictures and biographies of the children, directly writing both evocative questions and problems. Of the 25 children appearing during the initial three-week run, 18 were adopted.

What began as just another assignment for Allen soon became a crusade. The column became so successful that in 1969, Toronto's CTVO station, French Radio, a TV spin-off, which ran the air today. (The

# Films

## The man who skied down the balance sheet



On Oscar night in Hollywood, Canadian film producer Rodge Crawley, 64, sat in the audience waiting to hear if his documentary feature *The Man Who Skied Down Everest*, would win an Academy Award. On one side his wife Lenora, and his co-writer, Judith, waited with him.

On the other side his Oscar rival Shirley Mitchell (nominated for her documentary film on China) whispered "The nervous" and clutched his hand. They were still holding hands when it was announced this Crawley had won Canada's first Academy Award for a feature-length movie. The world seemed to be finally catching up to Crawley's lifelong movie enthusiasm.

Two months later it looks as if the gold-plated Oscar will make a perfect piggyback for a growing stock of hits. The industry's top honor, culminating 315 awards already won by Crawley's *Pinetop*, coincides with the most financial crisis in the film maker's 27-year career. Crawley's two recent failures—*Jaws*, a documentary on the late blues singer James Griffin, and *The Everest Film*—cost more than a million dollars to produce, and they have yet to turn him a profit. Crawley is in the process of raising Universal Pictures for the latest distribution they gave *Jaws* in the States and he still hopes the Oscar will give *The Man Who Skied Down Everest* a box office facelift. Working against this is the traditional commercial bias on documentaries; people don't want to live to see them.

And most of the time they prepare themselves for the visually beautiful, personally lyrical film that Crawley salvaged from an abandoned Japanese film. In the meantime, Crawley is selling some property

Crawley (centre), flanked by associates James McGrath and Dels Harlissman, Oscars and a quarter will buy a cup of coffee

and a second stage in the Gatorade Hills near the Ontario base of his 75-member company. The distribution end of his business will be partially delegated to New Cinema Enterprises, a Toronto company run by 27-year-old Linda Smith.

But how does it happen in a country that spends \$200 million annually going to the movies, that one of its most profitable film businesses has to fight its hell at the height of his career? "For one thing, it's the nature of the work," says Crawley, "because if you don't gamble in this business, and in this country, you don't make it." Another reason is the foreign monopoly on film distribution in Canada (more than 90% of theatrical film rentals in Canada is paid to one major American distributor company). This situation has made Crawley a member of the Council of Canadian Filmmakers, which is lobbying for a government policy that would control Canadian film production to an indigenous system of distribution and exhibition.

Hard times haven't stopped Crawley's plans for the future, however. He hopes to do a series of hour-long TV films on the oceans of the world. And the movie of W.G. Sebald's novel *On the Sea* will begin shooting, as scheduled, in Weyburn, Saskatchewan in August. In Alaska King will direct, Crawley will act as executive producer, and as a mere name producer will come to the financial end of a Canadian film with Saskatchewan contributing \$300,000 to the \$1.1 million cost.

MARILYN JACOBSON



Available at good bookstores everywhere

Published by Macmillan of Canada

# Books

## Reflections in a silver spoon

WHEN I WAS YOUNG by Raymond Massey (McClelland and Stewart \$19.95)

Their eyes were fearlessly out of dogmatisms and photographs at a world in which everyone is presumed to wash behind the ears. On the wide velvet lines of their stapes, a firm knee poking their lower stomachs, ready with Methodist or compunction and heaven hidden in leather boots. A conclusion kicking home from an evening of Protestant conviviality at his Orangemen's lodge was one on the stables. "If Nelson was just a telescope to his blind eye," says his employer (paraphrasing, "no one is"). They are tolerant. Not a cloud disturbs the serene symmetry of their moral horizon. They are Masseys.

It was 1882 when they first arrived in Canada, a little late for the Family Compact but good enough to qualify as Old Money. By 1896, when Raymond Massey was born, the family firm of Massey-Harris (typographical machinery) was internationally established along with the family's seat at parliament in the new Indian Act. A crowd of heads nodded in awe of steel, not so covetous throwing coats over paddles. But Massey (Raymond's grandfather) opened the Imperial Order of Frank Joseph awarded for his services and

respects Queen Victoria's daughter Princess Louise attended a Toronto garden party honoring the company's Light Brigade, which employed its pace to the sound of the Massey Cornet Band. Later, capitalism would apologize for industry and men would get medals for heroism only in the Royal Canadian Mounted Police, royal blood and machines would be in short supply.

Raymond Massey turned his back on agricultural manufacturing after several dismal failures with steam separators and Canadian rural estates. At age 17 he announced his intention to go into the theatre. Said his brother Vincent: "What name will you use?" His Methodist father responded with more appropriate cheer: "I think," said Chester Devereux Massey, "you will be able to serve God as well as the theatre in the unpleasant business which your great grandfather founded." Whatever his judgment on the matter, the Nelson strings suggested Raymond Massey achieved economic immortality via typendition in the door Dr. Gillespie on television's *Dr. Kildare*.

But for Canadians, Raymond Massey's most memorable performance will be in the arena. What a relief to finally confirm that Governor-General Vincent Massey could be a ghastly prig and that his young brother Raymond was keen to tell us about it. How daring to read about the Canadian Expeditionary Force consistently sent to Siberia to back the White Rus-

ians against the Bolsheviks has given us the right to desert from military service and produce victory shows. In fact, Raymond Massey's anecdotal account of everything from the famous business of surreptitiously gorging baked beans in the exclusive lavatories of Upper Canada College to life in the trenches of World War I reveals with engaging candor the Massey point-of-view which helped make this country what it is today.

Although the Massey family may have been the most visible of the kind of immigrants who built Canada (and their descendants still find apocryphal connections) their values were identical with most of their fellow colonists. They were members of the bourgeoisie intent on carving out a place for themselves and their children. Being aware, they may have viewed their factory workers with benevolent despotism but never considered their own interests to be different from those of their workers. What was good for the Masseys was good for the masses. Today, looking around at the social stratification that we have built on other social arrangements, who knows but they may have been right. **BARBARA AMEL**

## Why were they in Vietnam?

**TWENTY YEARS, TWENTY DAYS** by Nguyen Can (McClelland and Stewart \$19.95)  
The history genre's identity evolved everyone on CBC's *Front Page Challenge*. Betty Kennedy established the story took place in Vietnam. Pierre Bessie asked about Mr. Lee. Gordon Sinclair put the problems in perspective. "Let's see," said to the hidden challenger. "You're not American and you're not Australian. Well, who else was there in Vietnam?" The next perfect features of Nguyen Can-Ky Bak-rod for just a beat. Later in the program he was interviewed. "Shall we call you Prime Minister or Vice President?" asked Sinclair. "My friends," replied the former prime minister modestly, "call me Air Marshall."

Nothing was so profitable as a lost war except perhaps a war that shouldn't have been fought at all. Though Ky now lives in Virginia, clearly he hasn't cottoned on to the ages-and-ages man statue to the war in Vietnam. His book is a scintillatingly subtitled *How and Why the United States Lost the First War with China and the Second China*. Not likely to endear him in Washington where Henry Kissinger is catching his breath after a late start against Russia and China in the cross-Africa race.

In spite of this introduction, Ky reveals

himself to be a man of more than political ability. In deep-plunged Vietnam he retained a near perfect record of being off his air base when the gulf guard was changed—occurring just in time to fly another depressed general to safety. In 1965 he crashed in old political debts and became prime minister. His official role in politics ended after a stint in the Paris peace talks.



Ky in power and then refugee in flight: and what did you do in the war, Nguyen?

He had been President Thieu's vice-president for four years but by 1973 all they shared was an inclination to plot against one another. Ky's book is clearly self-serving, intended to give him unquestioned title to his role in the period when the odds march triumphantly back to Saigon. Still, most independent observers agree that Ky was the only top general in the Army in Washington world of Saigon who was not personally corrupt. Ky, point out Pulitzer Prize winner Frances Fitzgerald, would have preferred to run an honest government to a corrupt one.

# The Icebreaker



Meaghers Deluxe Ultra Dry



# Television

Larry Solway discovers America — and it's just like Kate Smith said!

In the first episode of Larry Solway's half-hour television portraits of the United States, this one about Texas, he clambers stride a horse, raps his tongue down over his eyes and sneezes dramatically into the camera. "One thing you know about Texas is that it's big, big." That's about as profound as Solway ever gets in *Our Fellow Americans* (night weekly shows [beginning May 27] marking the U.S. Bicentennial). He is so fascinated by the great American clichés that he is never able to look beyond them.

Sellaway also wrote and narrated the series, no-nonsense chronicle of his magnum opus encounters: a bearded old prospector named Mondo-Crouch. Mondo can see the

shoot the South for example. Derek Rank says, "The South is going to show the way to the rest of the country in race relations." Yet Southwester questions both Rank's assertion he is a minority and his own familiarity in this case as someone with little Georgia governor Lester Maddox who, along with police chief Bill Connor and cattle guards, personified the South's violent resistance to integration in the early 1950s. Unwilling to challenge the police, Southwester and his partner, Sweeney, who only use a racial slur once about Maddox's own views, have only disagreed," he implies with a grin. Thus, for no apparent reason, Maddox breaks into an offhanded rendition of Dixie.

series a few years ago. And just to ease any one misses that point, the car has scheduled a rerun of the *Cosmo* series on the same evening as *Our Fellow Americans*.

Producer Levine defends the sideways argument the peasants that the public is made up of profiles of America's dark underbelly. "It seemed to me not sincerely to do a show that was especially friendly," he says. "If I wasn't sincerely, it was certainly inappropriate. The view we get of the United States is usually provided by Americans. A tough, hard-nosed Canadian perception would be useful, but not provided by a protest journalist not a tourist. **ARMCHAIR**

And now, he-e-ere's Peter!

As a ragtime veteran of the tv talk-show circuit, singer Jaye? Morgan has worn down more couches than the probably can't remember. But she's nobody's fool when it comes to finding new ones on which to ply her trade. That's why Patriz Corradi had no sooner introduced his two-week talk-show pilot from Vancouver called *90 Minutes Live* than Morgan plopped down beside him and went into her homespun spiel: "I've heard all about you," she cooed. "You're hot."

Not everyone thought so. While leftist protesters cried against the country's leaders, 800,000 Mexicans cheered the death of "El Chino" as if he had brought on a new dawn. "It is going to pay off," wrote the *Monterrey Gazette* ("Just from") in a column that the show would have to come up with something better than overused, third-rate American performers such as Jessi P. Morgan if it was going to succeed as a permanent part of the television fall schedule. Their view was not unreasonable considering that the show was the only one to appear in the fall lineup of Quebec's public television. But there were a lot of other reasons for this. All too often the show is arranged in the kind of old-fashioned

show buses that made viewers to feel Earth's KKK was white crawling all over Bruno German. New York Times food critic Craig Claiborne was flown to Vancouver to test the city's Chinese restaurants, then unceremoniously denied he liked them all. Canada's Berber and Kinko's, Carole Taylor and Vancouver mayor Art Phillips, once again announced to a disinterested nation that they were dropping out for a year. And Second City stars John Candy and Joyce Farrow made everyone with Nichols and May had over bricks on

Encouragingly, the least of the show's problems turned out to be Gromski's hair.

half a foot—ever since he flubbed a previous talk show plan—the chief confessed that although he is a genuine mediaite he simply could not handle television. He was by no means nervous—occasionally he lay eyes flittered nervously behind aviator glasses, and he stubbed his toe badly on a couple of interviews (falling on an American premises about the mysterious deaths of an Indian woman in South Dakota, he neglected to mention one I shot and that she was a Canadian) but for the most part he sounded the same. A humble intelligence, boyishly shy, sincere, well on his way to *The Tonight Show*, *The Morning Show*, and *60 Minutes*. A good barber, wife, and mother-in-law achieved his somewhat shabby rough edge without smoothing their complexity.

After Vancouver and a previous typhoid in Halifax, producer Alan France is optimistic about the show's chances for survival. But no final decisions about the show's future are likely to be made until the end of May. Programmers still aren't happy that *90 Minutes* must push either the CBC national news or local affiliates' newscasts.



General: more & Helen just a pretty face

of their present time periods to make room for itself in the schedule. These were also numbers that the show is far too expensive for the net to produce on a regular basis. Whatever its cost, however, *90 Minutes Live* could have proved its worth if it had been able to lift last night's sort of the quagmire of *Philbert* that last night's show, have fallen into. It didn't. Instead of exploding as it is a different program format, it just once promised it would. *90 Minutes* gave us the banality of *Boyz n the Moor* firing with *Dee Dee* *Comptons*.

## Theatre

How many Newfies does it take to get a laugh?

The most significant souvenir that members of the Mammerns Triangle of Newfoundland brought home from a recent excursion to Montreal was a book of Newby jokes—in French. To the eight youngfolk members of the Mammerns' cast, the book proved that even another nationality can enjoy the great national game of putting down Newfoundland. It's an awareness that starts with the men on offshore construction men-bus tour across Canada with their new play *What's That Got To Do With The Fate Of Fish?*

The play, a series of sketches organized into a mirrored show format, was co-written by Graham St. John's and co-created with a visit by Muntaner's director of Creative Development, David B. Brown, to the offices of The World As It Is. Brown quickly realized that the conference participants of Carle-Package might not only be a source of ideas but also a source of talent and resource input could just as easily be applied to his movie Newfoundland. The play that grew out of the insight is an award-winning production that has been seen by more than 100,000 people in Canada's largest theatre. It's a juggling jigsaw-puzzle with local talent and deep the roots on tender toes. A young sketch comedian on stage about to enter in my heart and the desire to my friends and another decides "we've been hanging out so much, we've been left out of the show." The play is a new Newfie take on somebody's next life.

Since its beginning in 1972, the Miami Troupe has been involved in a great many events. Their first production, *The Creation of God by A. Delville*, was a play about the creation of the universe, inspired by St. John's novel *Genesis*. Group Manager pointed the involvement of artists committed for the sake of a National Play. "We're being considered on a national religious level," says Delville, "and we're being considered as a national literary artist," says Brooks "without intelligent discussion between what is for the theatre and what we want to keep."

The name Miami Troupe is itself part of the troupe's concern with musicians. An article in the *Miami Herald* in 1972 stated that "a group of masked actors were found door-to-door performing a makeshift play, murmuring loud largely odd when the musicians arrived it during Christmas 1972. Since then the Miami troupe has expanded on substance level upon the idea of what is called 'theatrical' about the play-the-making is a seven-artist band."

Measurements last 4 weeks for year-over-year

The Mummers take a pride in a community which the towns, maimers and vicars of its people and charge themselves with the issues of the moment. What results is theatre with direct social relevance.

The female has married well off island. Since opening night on April 1, Sydney Nova Scotia audiences for *The Price of Risk* in Halifax, Fredericton, Charlottetown and Toronto have responded with standing ovations. Apparently the last show on May 22 will be another island tip of Canada—up the Jeffrey theatre in Victoria. But despite his play's popularity, Brooks says the troupe will consider it a success only if it has a fronted audiences with the hard south. "That's the goal that shall get, then that shall live." —SANDRA SOLOMON

100



**Subway in Georgia:** If you can't say something nice, don't say anything at all.

tourists coming a mile away, and plays his part accordingly. "Some folks moved within five miles of me and I got cleanable," he drunks it back. Salway, a noted dad-jockey and how-to-be host, a full-time resident living all over the United States to come up with these shapenote clichés and hackneyed stereotypes. Neither he nor his producer, Sam Levine, discovered any new truths about Americans that night cut through the red-white-and-blue burning of the Bicentennial. In fact any time they are presented with the heat of a new idea, they back off. In a program

Only in Chicago does Subway accurately give up the clock in favor of genuine surprise. He finds a native energy and vibrant lifestyle in a city best known for Mayor Richard Daley machine politics, gangster and glib cops. One suspects, though, that bringing Chicago to enough life has more to do with the know-nothing contributed by local journalists and author Studs Terkel, who appears throughout the program, than it does with Subway. Subway looks positively soured-race in comparison to the graceful, articulate style that Alton Cooke brought to the *American*



Measurements last 4 weeks for year-over-year

Column by Allan Fotheringham

The two towns perhaps have something in common—a lust for power and very a the number of sovereignty. Who will the C. alger, stampede festive as guard mar- dual this summer? Joe C. Lark. Affairs: now this, who is likely to be the next press re-



in the professionally printed banners that hang in the quarterly named Corral de la Jockey Club, when Quibos Nordeguez paid their first visit after the Calgary Cowboys' Raul Jodas was suspended for his brutal attack on the league's top scorer, Max

It is in fact the Canadian version of Fasching, the permissive celebrations of the fish in European towns when the year's normal restrictions on conduct are abandoned. Sturgeon week is when the Alther may climb down out of his after-shave lotion ad and attempt to emulate the carniavales. The boys are out of school. It is a strange province filled with boy-men who have just to come into the world of 1975 and join Confederation.



**Good. And dry.**

Internationally acknowledged  
to be the world's finest  
cigarette

**dunhill**

The most distinguished  
tobacco house in the world.



**DUNHILL**

The name Dunhill is the registered trade mark  
of Alfred Dunhill Ltd. London

20

*London · Paris · New York*

ALFRED DUNHILL LTD., 30 DUKE STREET, ST. JAMES'S, LONDON. Also PARIS and NEW YORK